



## ***A Woman's Journey***

**Innovating Data Mastery in the Energy Sector**

# Julie Simou

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Greek Chapter Director in Global Women In Tech (WIT)*

Responsible for the Data Management Strategy of the organization, with focus on the alignment of business and digital transformation initiatives with the Data Management standards and principals.

With an experience of more than 15 years in Data and Information Technology, actively supports diversity and Women In Technology, Data & Analytics.

Passionate about mentoring, developing, acquiring and nurturing talent into the analytics and data science fields.



# Energy and Data – PPT and Data

- **People** are perform tasks.
- **Processes** are defining how to achieve the desired result.
- **Technology** provides the tools that people need to implement the process.
- And **Data**... as a lifeblood!



# **What is Data?**



# Data enables the whole enterprise to survive and thrive!



- Is collected, shared, analyzed, used, generated, and stored everywhere.
- Is used in reporting, dashboarding and decision making.
- Is a driver for making products and services.
- Helps to know better your **Customer Behavior!**



# **What is Data Management?**





# Data Management

- **Technical process** dealing with the control and organization of the data.
- **Rules and means** for obtaining, archiving and using data, for example through mechanisms, agreements or technical standards.
- **Structures and procedures** are involved for the secure sharing of data through authorized parties.
- **Enterprise Data architecture** for maintaining data flows following Master Data guidance.



# Enterprise Data Management Framework

- Defining the Data Strategy
- Creating Fundamentals for Data Management procedures
- Establishing Data Management Roles
- Identifying Accountability and Responsibility





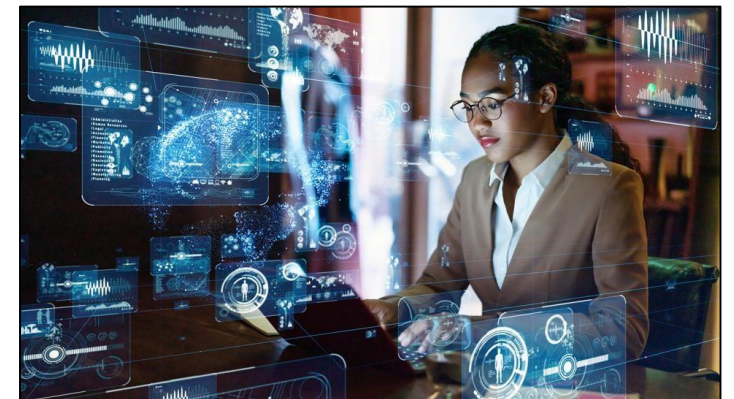
# Data Management and Technology

## Innovative Data Management Platform : IBM Cloud Pak for Data

- Data Governance Roles
- Data Ownership
- Data Definitions
- Data Traceability and accuracy
- Data Lineage
- Data Quality

## Upskilling Employees

...using company's information  
the **right** time making  
the **right** decision!



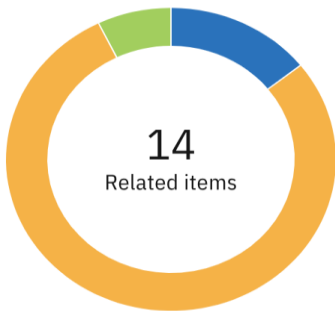
# Goal: Data is accessible and available for all relevant users driving to a better and faster decision making!

Commercial Customer / Relationship explorer

Related items

## Commercial Customer

Category • Categories / ... / ELPEDISON Customer...

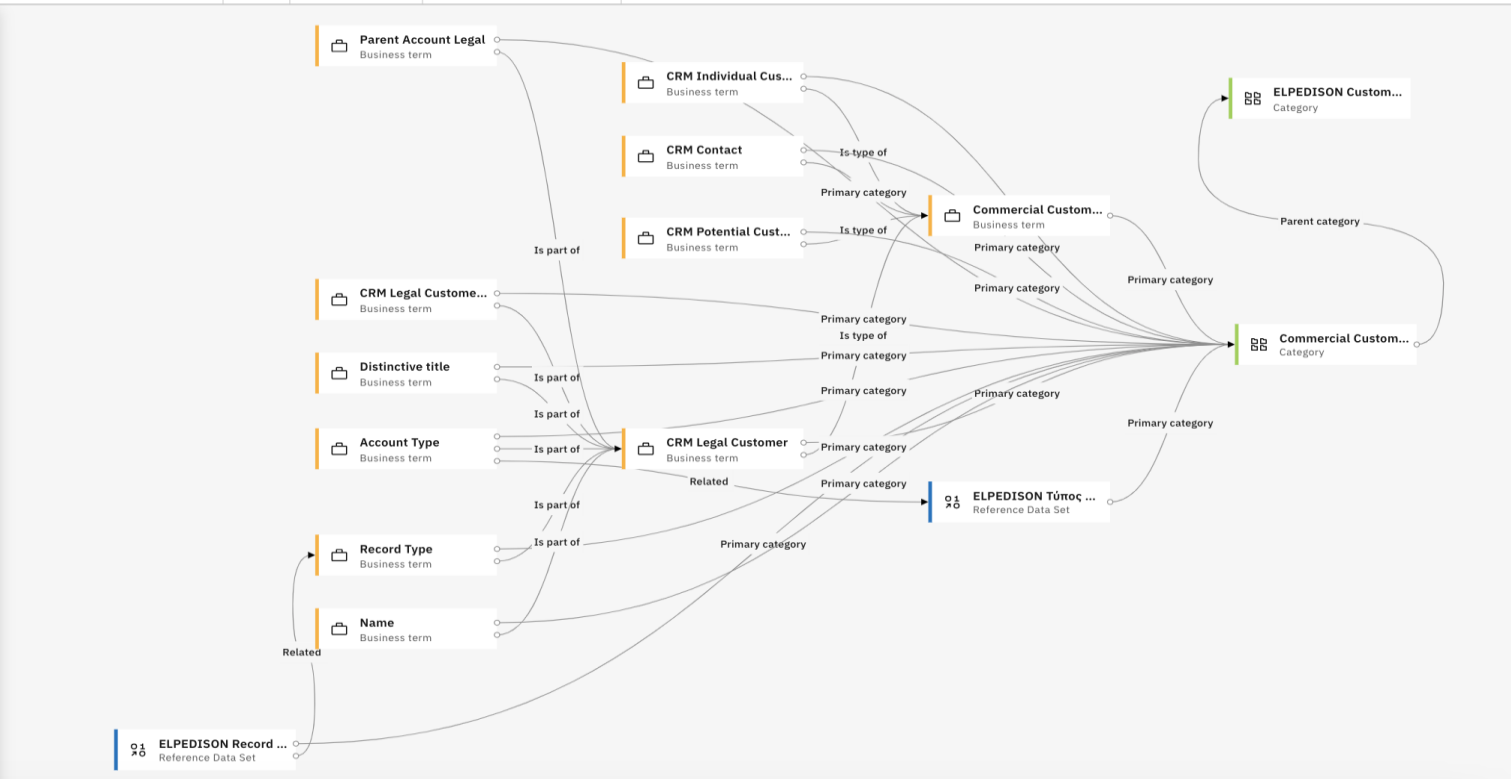


14  
Related items

All related items

### Governance artifacts

- Reference Data Set 2 >
- Business term 11 >
- Category 1 >



Parent Account Legal (Business term) - Is part of - CRM Individual Customer (Business term)

CRM Individual Customer (Business term) - Is type of - Commercial Customer (Business term)

CRM Contact (Business term) - Is type of - Commercial Customer (Business term)

CRM Potential Customer (Business term) - Is type of - Commercial Customer (Business term)

CRM Legal Customer (Business term) - Is type of - Commercial Customer (Business term)

Distinctive title (Business term) - Is part of - CRM Legal Customer (Business term)

Account Type (Business term) - Is part of - CRM Legal Customer (Business term)

Record Type (Business term) - Is part of - CRM Legal Customer (Business term)

Name (Business term) - Is part of - CRM Legal Customer (Business term)

Commercial Customer (Business term) - Primary category - ELPEDISON Custom... (Category)

Commercial Customer (Business term) - Primary category - Commercial Custom... (Category)

ELPEDISON TÚTÓC ... (Reference Data Set) - Primary category - Commercial Custom... (Category)

ELPEDISON Record ... (Reference Data Set) - Related - CRM Legal Customer (Business term)

# **Women In Technology**



# Promote a culture that embraces Women in Tech

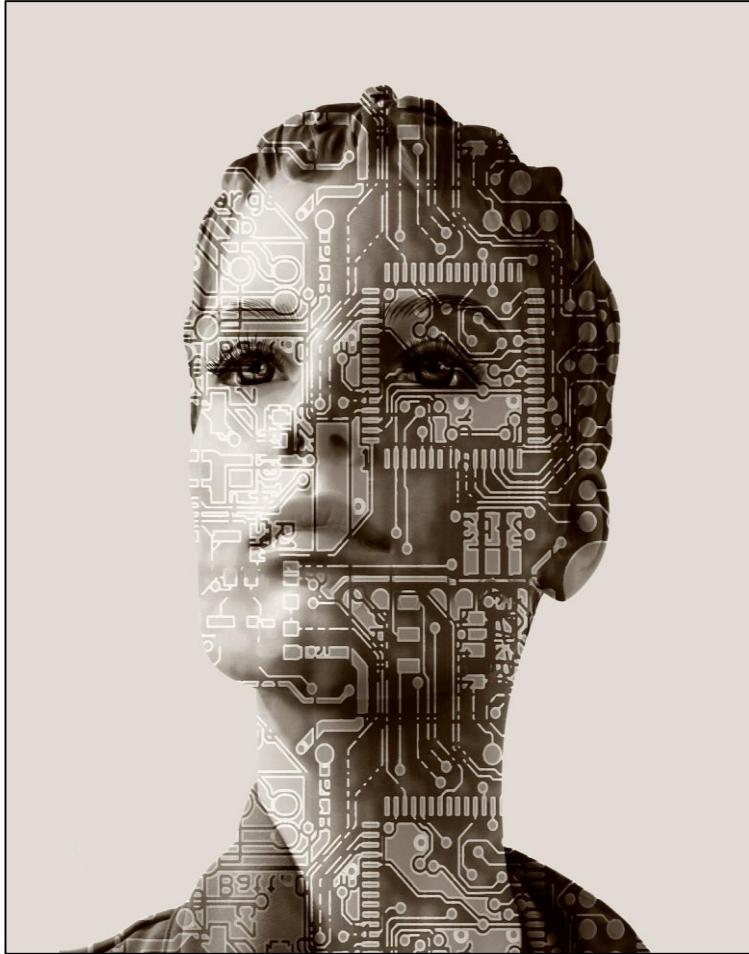
Mentoring Talent

Women Helping Women

Coaching Diversity Teams



- Attracting, retaining and developing female talent in Technology, it's a business mandate.
- We know how important it is for younger women to see that progression is possible.
- Younger generations are growing up with fewer barriers and prejudices, like "becoming a developer is a man's job".



Be who you are, bring what you know, and remember that being a leader in Tech is

**Big advantage**

**Data brings every day  
new challenges!**



**Making change happen.**

