

DAMA-DMBOK® 3.0

KICK-OFF



DAMA-DMBOK® 3.0 Kick-Off: Agenda

- 1 **Welcome & Opening** by Ronald Baan/Peter Aiken
- 2 **Project Vision & Goals:** Standards & Reference Guide
- 3 **Triple Helix:** Governance & Operating Model
- 4 **Engagement Activities:** How and When You Can Contribute
- 5 **Project Timeline** and Communications
- 6 **Interactive Q&A** and Next Steps
- 7 **Closing Remark** by Ronald Baan/Peter Aiken

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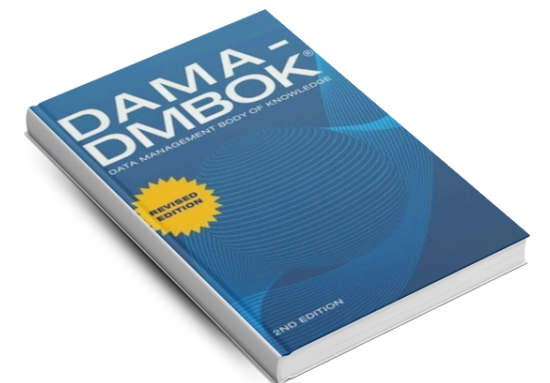
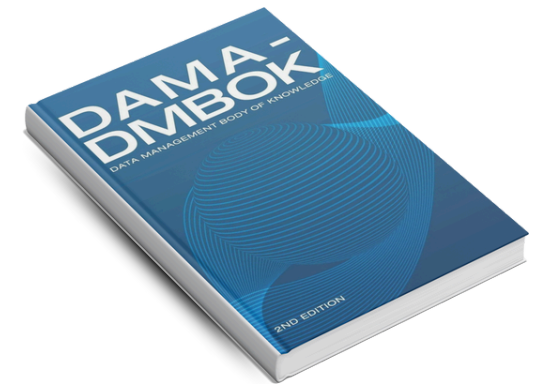
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WELCOME to the DAMA-DMBOK® 3.0 Global Kick-Off


- **Welcome** to this global gathering of data professionals, DAMA® individual members, and DAMA® Chapter members.
- Hosted by DAMA International®, the world's leading **membership association** for data management professionals.
- Our enduring commitment to **education, certification, and community-building** has solidified our legacy as a cornerstone in the field of data management, continually adapting to the evolving landscape of data practices and technologies.
- This kick-off event marks the official launch of the **DAMA-DMBOK® 3.0 initiative**.

Understanding the DAMA-DMBOK® and Its **LEGACY**

- Central to DAMA®'s contributions is the **Data Management Body of Knowledge (DAMA-DMBOK®)**, a globally recognized framework that defines the core principles, best practices, and disciplines of data management.
- It serves as a structured guide for professionals, organizations, and educators, and is the foundational study material for **Certified Data Management Professional® (CDMP®)** certification.
- The first edition was released in 2009, followed by a second edition in 2017 and a revised second edition in 2024.



Why **VERSION 3.0**, Why Now?

- 
- The data management landscape has **evolved significantly**, and as businesses become **increasingly data-driven**, the need for a well-defined approach to managing data has never been greater.
 - The DAMA-DMBOK® 3.0 project represents the latest effort to “**evergreen**” the **Body of Knowledge**—ensuring it remains a **dynamic, living resource** that reflects the current state of data management and anticipates future trends.
 - DAMA-DMBOK® 3.0 will be a **full reimagining**—starting from a blank slate and **guided by principles** of transparency, quality, global collaboration, and future-proofing.

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We're Not Updating. We're **REBUILDING.**



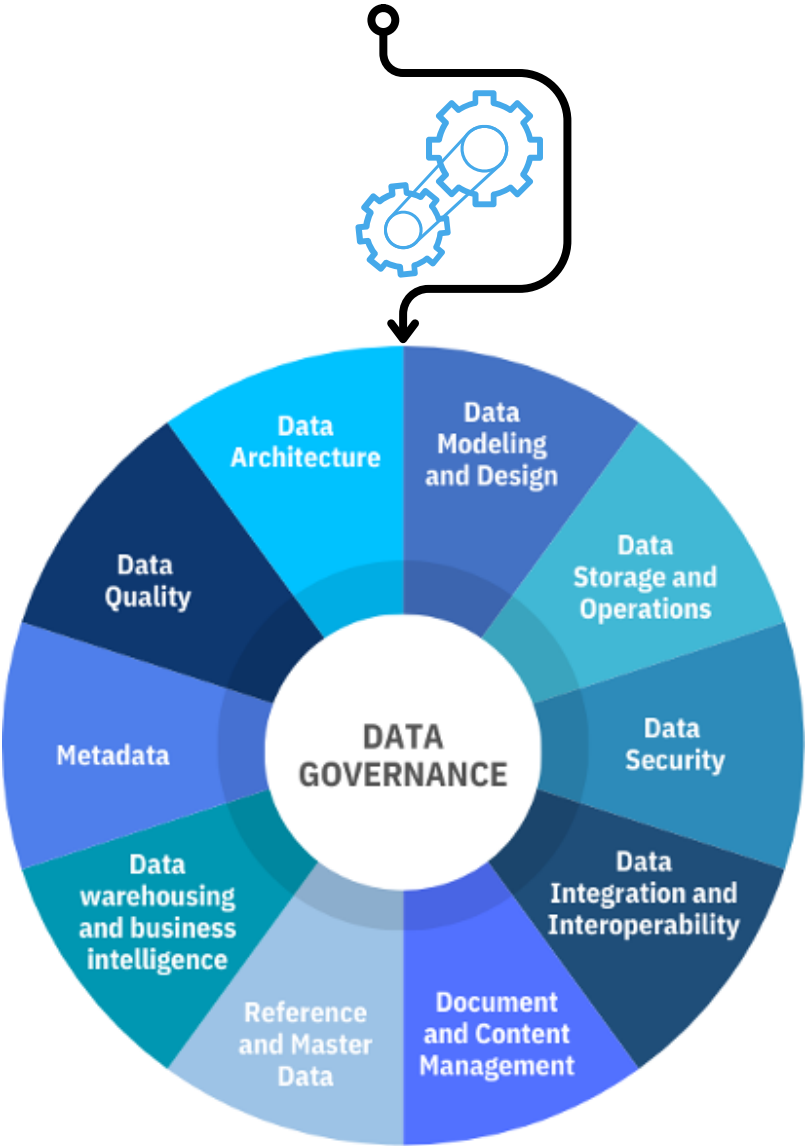
- 1 Starting from a blank slate
- 2 Not just another revision
- 3 Future-forward & globally relevant
- 4 Built by the community, for the community

What Are We BUILDING?

Data Management STANDARDS	Data Management REFERENCE GUIDE
Consensus-driven foundational global standards	Practitioner-oriented, consise but comprehensive reference guide
 Set by the Certification Council	 Developed by the Editorial Board
Formal, focused, and scoped for certification (CDMP®)	Clear, modern, and written in a single voice
Structured around standards and competencies	Updated with new and evolving industry trends and tech references
Suitable for ANSI recognition	Supported by an evolving online platform
DAMA-DMBOK® 3.0 = 1 physical book with 2 parts: Standards and Reference Guide	

A clear division of purpose — both essential, both integrated.

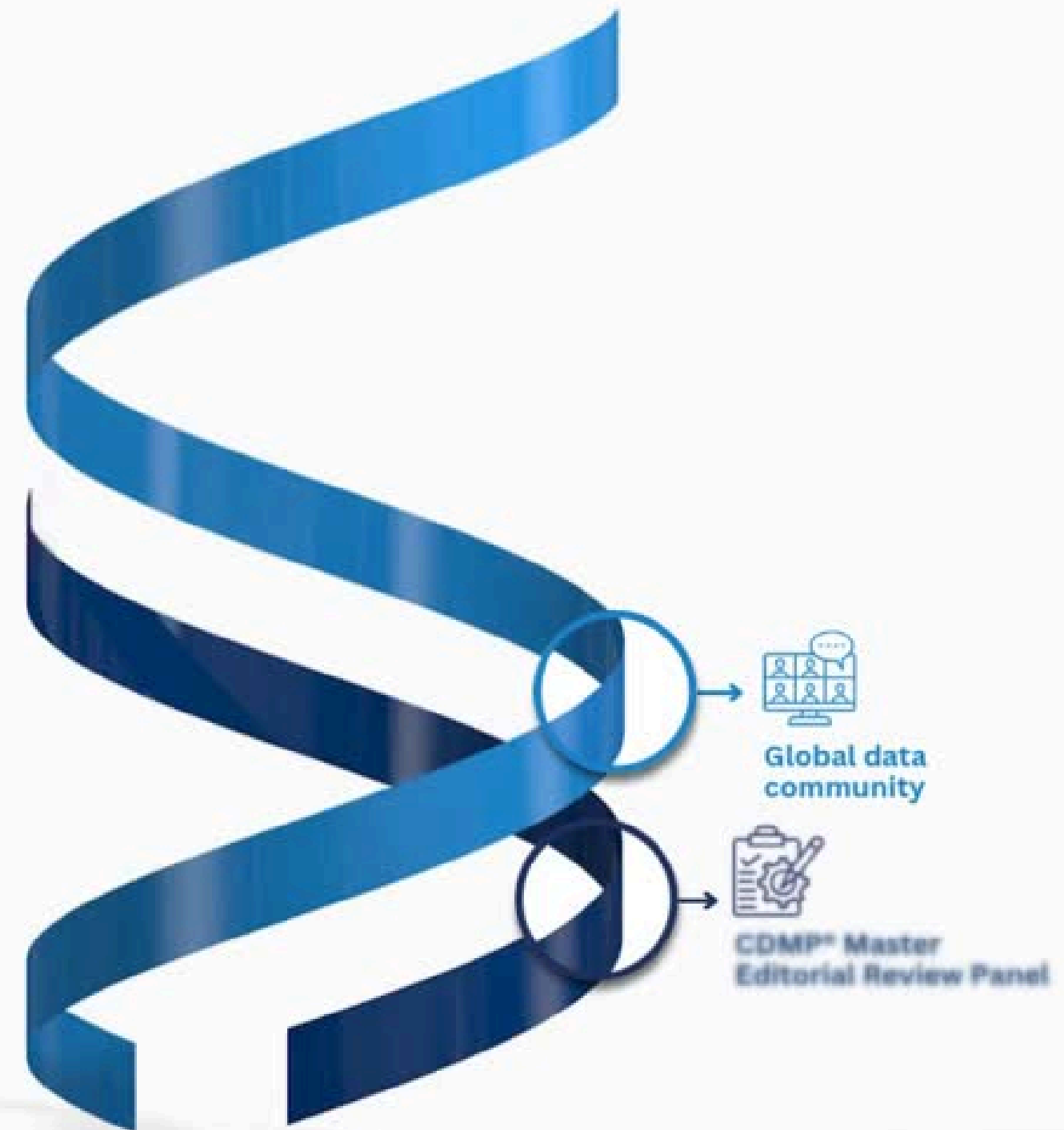
Yes, the **DAMA Wheel** stays — but it's getting redone.



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TRIPLE HELIX: Our DMBOK® 3.0 Governance & Operating Model



DMBOK® 3.0 Governance & Operational Structure: **TRIPLE HELIX**

The Triple Helix approach integrates three core groups to drive content development:

- **Editorial Board:** The primary development team, led by a dedicated Lead Editor, who holds final authority over all content decisions.
- **CDMP® Masters Editorial Review Panel:** A formal ad hoc review committee that advises on content submissions, and offering input on the editorial strategy, themes, and topics.
- **Global Data Community:** An informal global network that provides iterative, real-world feedback through engagement activities and during scheduled public exposure periods.

All are guided by overarching guidance and support from the **Project Manager** and aligned with standards set by the **Certification Council**.

The **DAMA-I Board of Directors** maintains final authority over major milestones, ensuring the project remains strategically aligned with DAMA International's mission.



Meet the **SPECIALTY EDITORS.**

The Editorial Board is the cornerstone of the DAMA-DMBOK® 3.0 project, responsible for shaping the content, editorial direction, and development of this foundational resource.



Donna Burbank



Frank Cerwin



Chris Battiston



James Wang



Jamie DePastino



Khalid Alfadhel



Dan Myers



Irina Brewer



Shannon Ashford



Howard Diesel



Ronald Baan

We're Hiring: **LEAD EDITOR**



This key leadership role will **guide the editorial process** for the full DMBOK® 3.0 Reference Guide. The ideal candidate combines:

- **Editorial leadership** and oversight across large content projects
- Structured **content development experience** in technical, academic, or professional publishing
- Exceptional **communication and collaboration skills** across global teams
- A strong commitment to quality, clarity, and community impact

APPLY NOW



Interested candidates must submit:

- ✓ Resume
- ✓ Cover Letter detailing relevant **editorial** experience and qualifications
- ✓ Two or more **published** editorial samples (must be publicly available)
- ✓ At least two professional references who can speak to your editorial work

Learn more or apply: damadmbok.org/lead-editor

INTRODUCING: CDMP® Masters Editorial Review Panel

Why This Matters?

A formal ad hoc review committee to strengthen the quality and credibility of DMBOK® 3.0.

- Expert peer review of draft content from the Editorial Board
- Strategic input on editorial themes and direction

How It Works?

Registration opens in the coming weeks

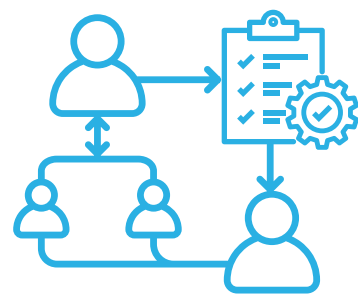
Members participate in scheduled editorial sprints

Flexible, asynchronous involvement — no fixed time requirement

Coming Soon

Registration will open at www.damadmbook.org

Subscribe to the DAMA-DMBOK® newsletter to stay informed



Who Can Join?

Certified CDMP® Masters only

— 7 members, including a Chair

- Selected based on demonstrated expertise in DAMA knowledge areas
- Voluntary commitment

Why Join?

Help shape the future of data management

Gain early access to DMBOK® 3.0 drafts

Earn professional recognition as a Panel Reviewer

Expand your impact within the global DAMA community

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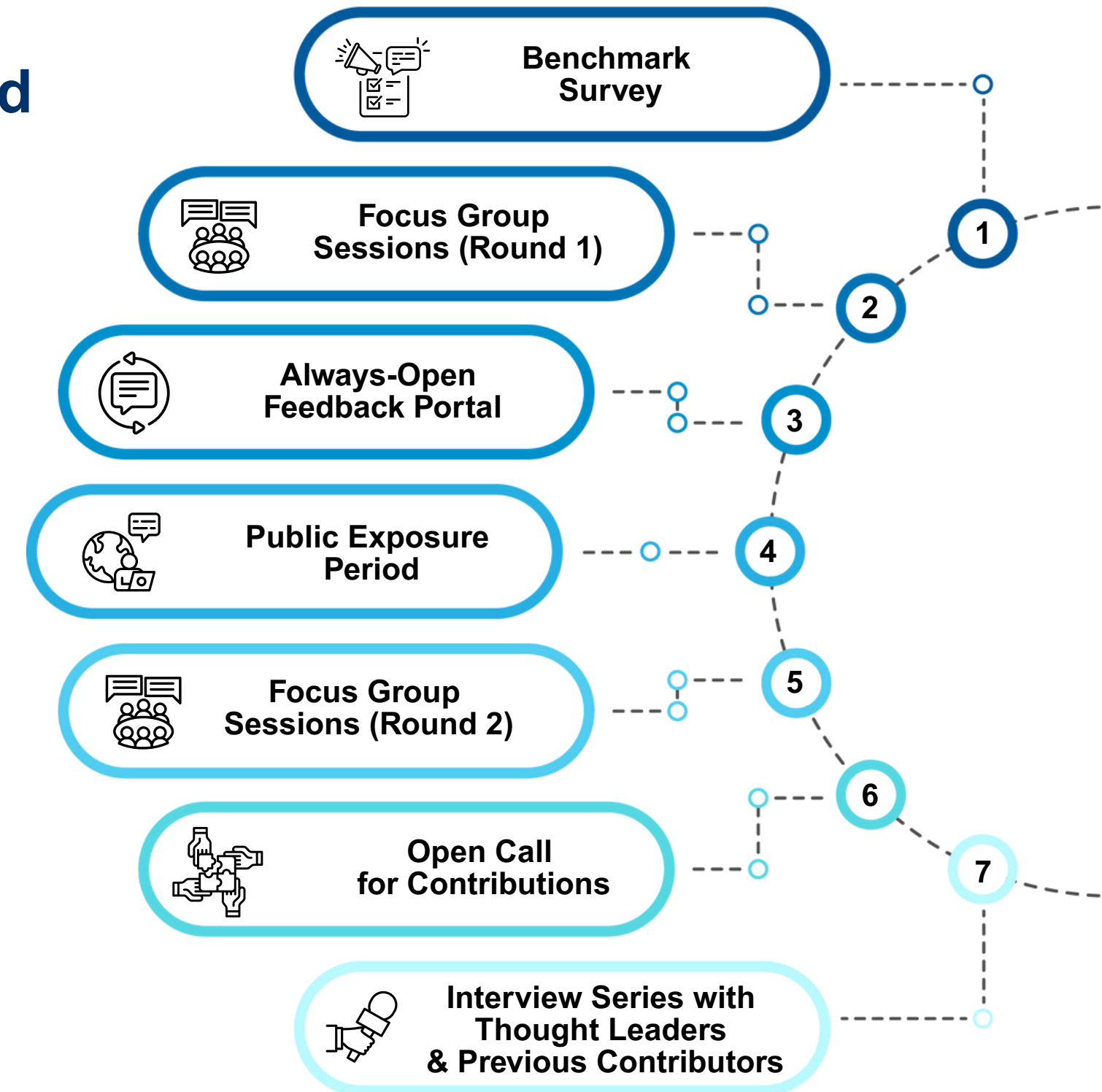
Global Community Engagement **ACTIVITIES**

“By the community, for the community”—but structured








To successfully gather structured feedback and ensure active involvement from the global data community, we have defined **seven key engagement activities**.

Each activity is designed to systematically capture valuable feedback, enhance community involvement, and ensure comprehensive input into the development of DAMA-DMBOK® 3.0.

This structured series of seven activities aims to **engage different audiences** within the data community throughout the DMBOK® 3.0 development lifecycle.



Global Community Engagement **ACTIVITIES**

#	Activity Title	Timing	Audience	Format
 1	Benchmark Survey	Aug–Sep 2025	All	Online survey
 2	Focus Group Sessions (Round 1)	Q3–Q4 2025	DAMA Members DAMA Chapters	Virtual sessions
 3	Always-Open Feedback Portal	Jul 2025 - post-publication	All	Online form
 4	Public Exposure Period	2026	DAMA Members DAMA Chapters	Crowdsourcing platform
 5	Focus Group Sessions (Round 2)	2026	DAMA Members DAMA Chapters	Virtual sessions
 6	Open Call for Contributions	Q3 2025 – Q1 2026	All	Formal submission
 7	Interview Series with Thought Leaders & Previous Contributors	Q3 2025 – Q1 2026	All	Recorded interviews

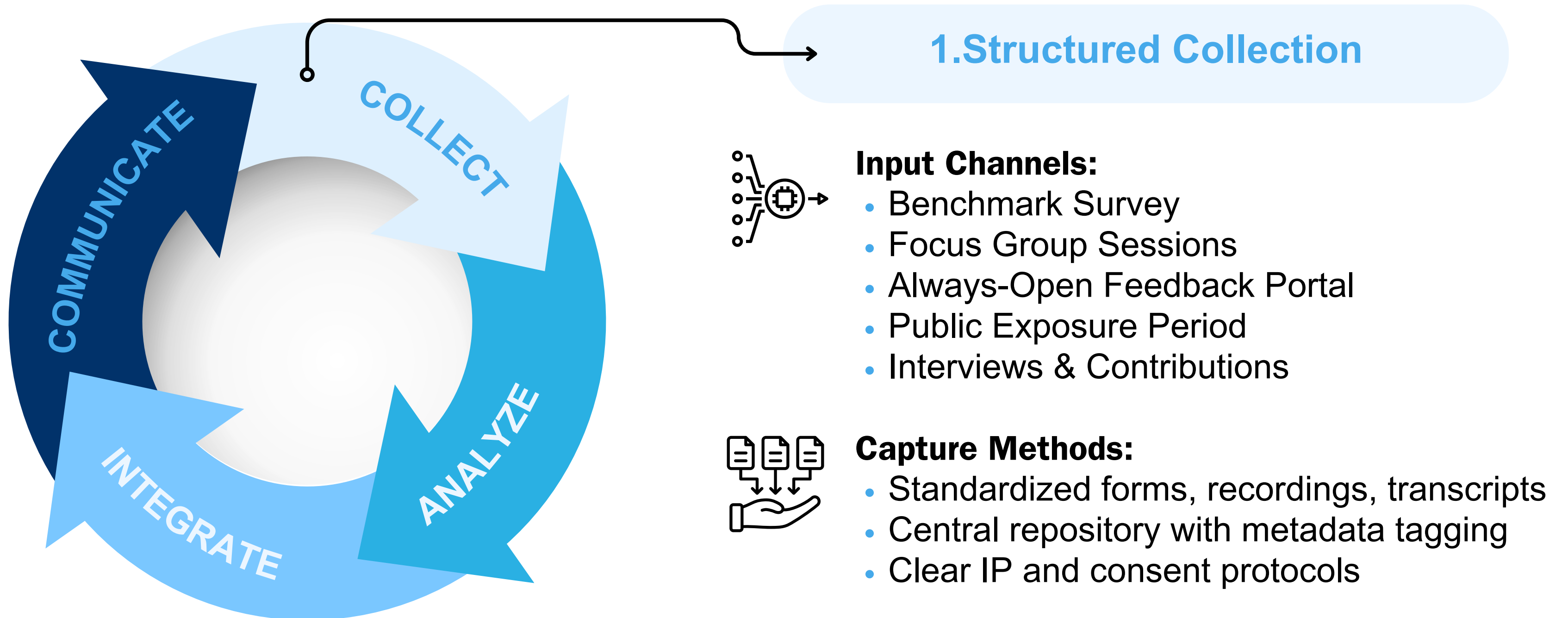
FEEDBACK Management Approach



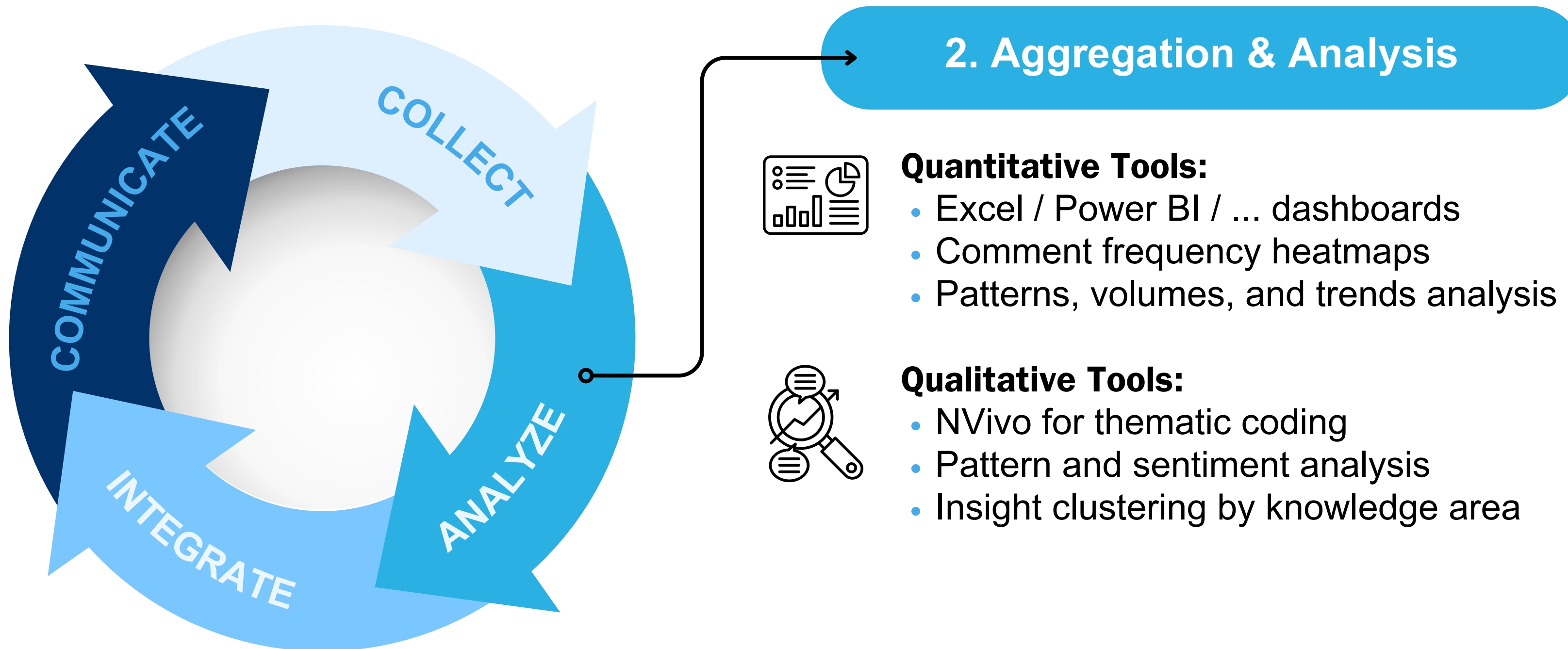
A structured and transparent approach ensures **community input** becomes high-value **editorial guidance**.



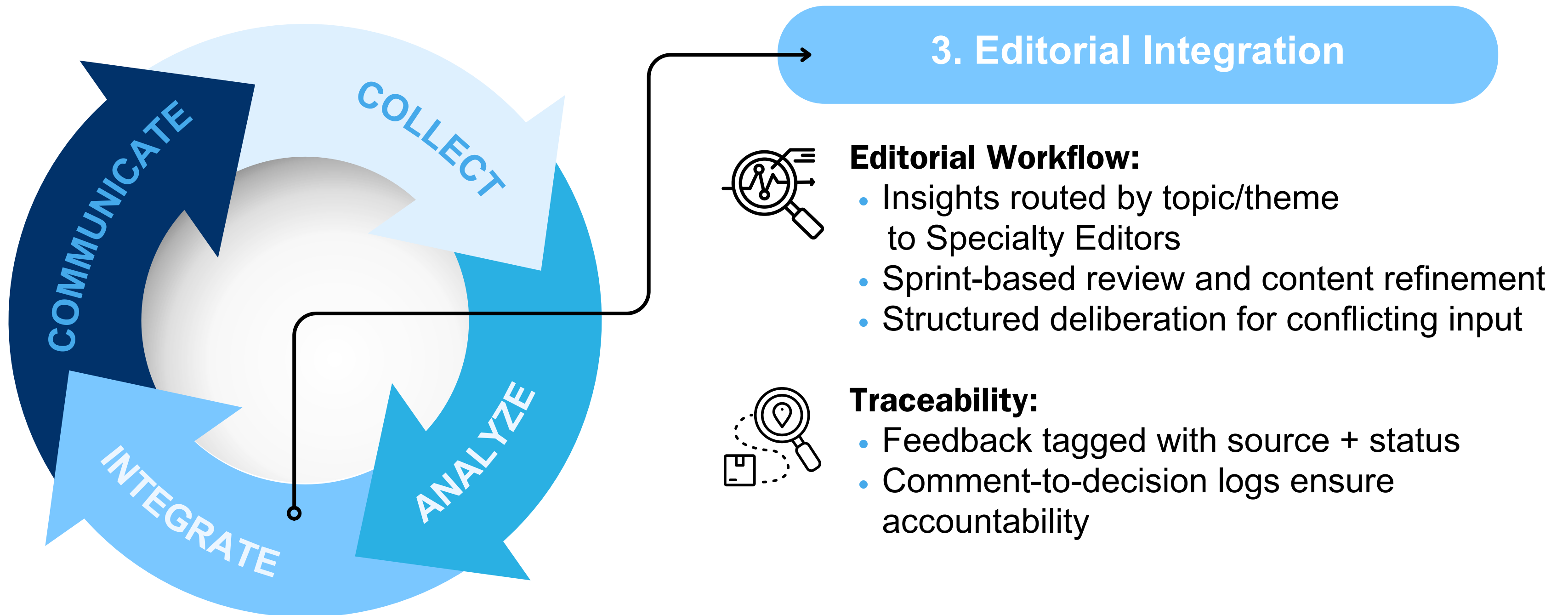
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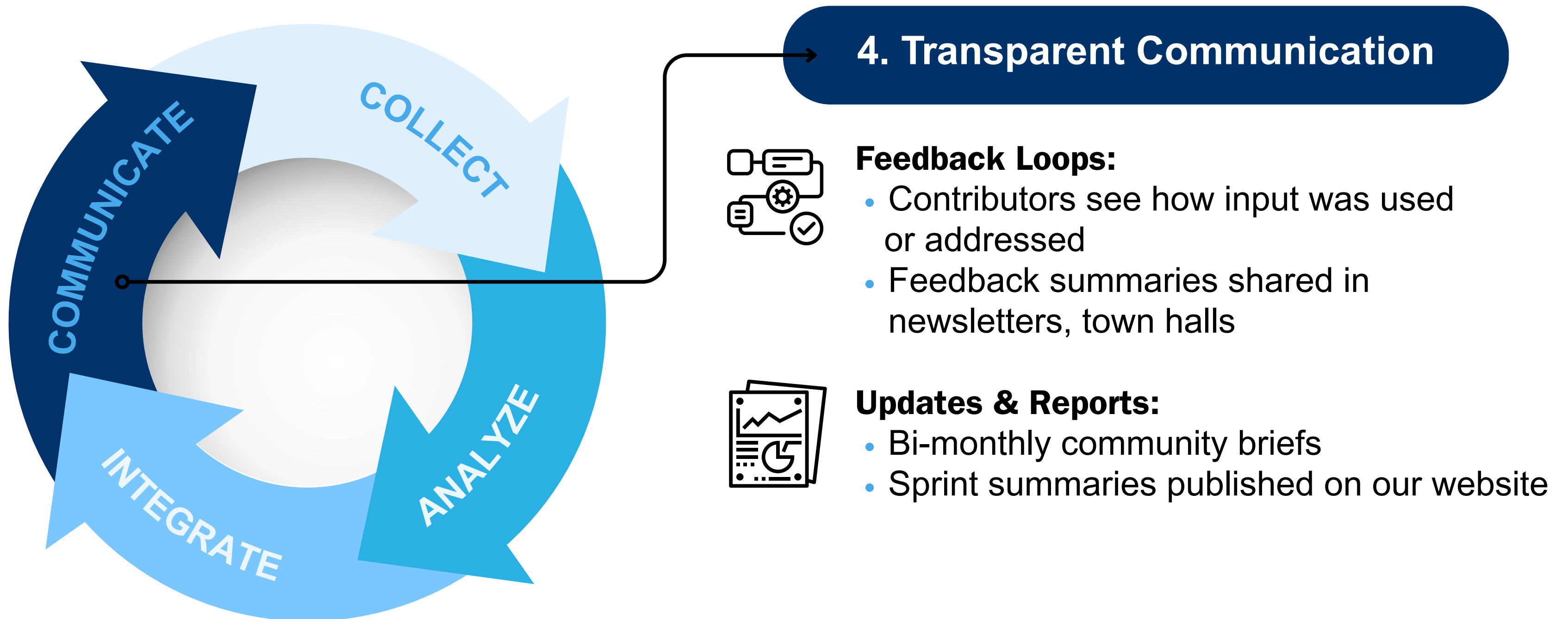
FEEDBACK Management Approach



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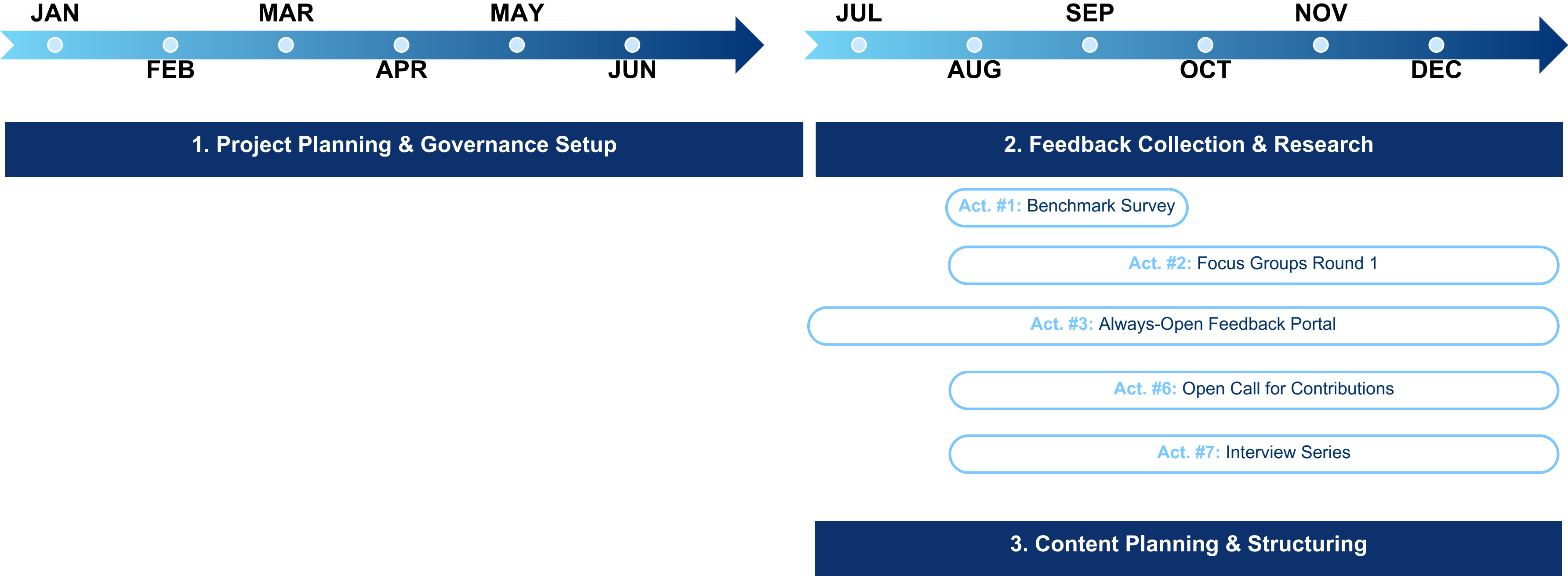
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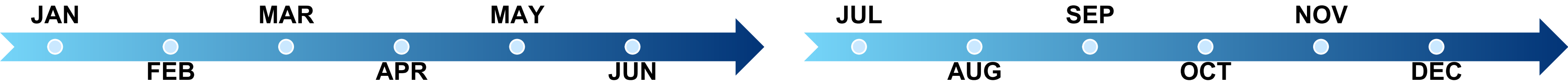
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DMBOK® 3.0 Journey: 2025



DMBOK® 3.0 Journey: 2026



Act. #3: Always-Open Feedback Portal

2. Feedback Collection & Research

Act. #6: Open Call for Contributions

Act. #7: Interview Series

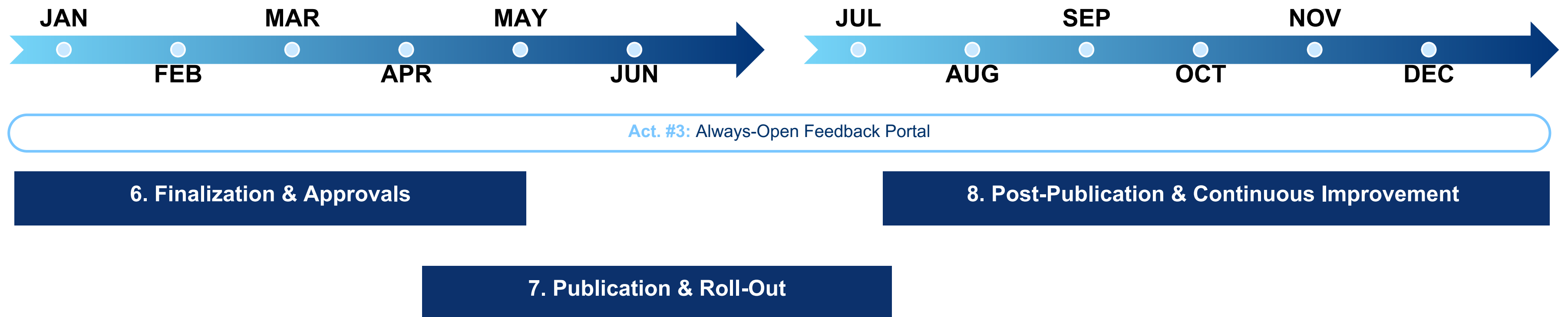
4. Incremental Content Development

5. Iterative Review & Draft Releases

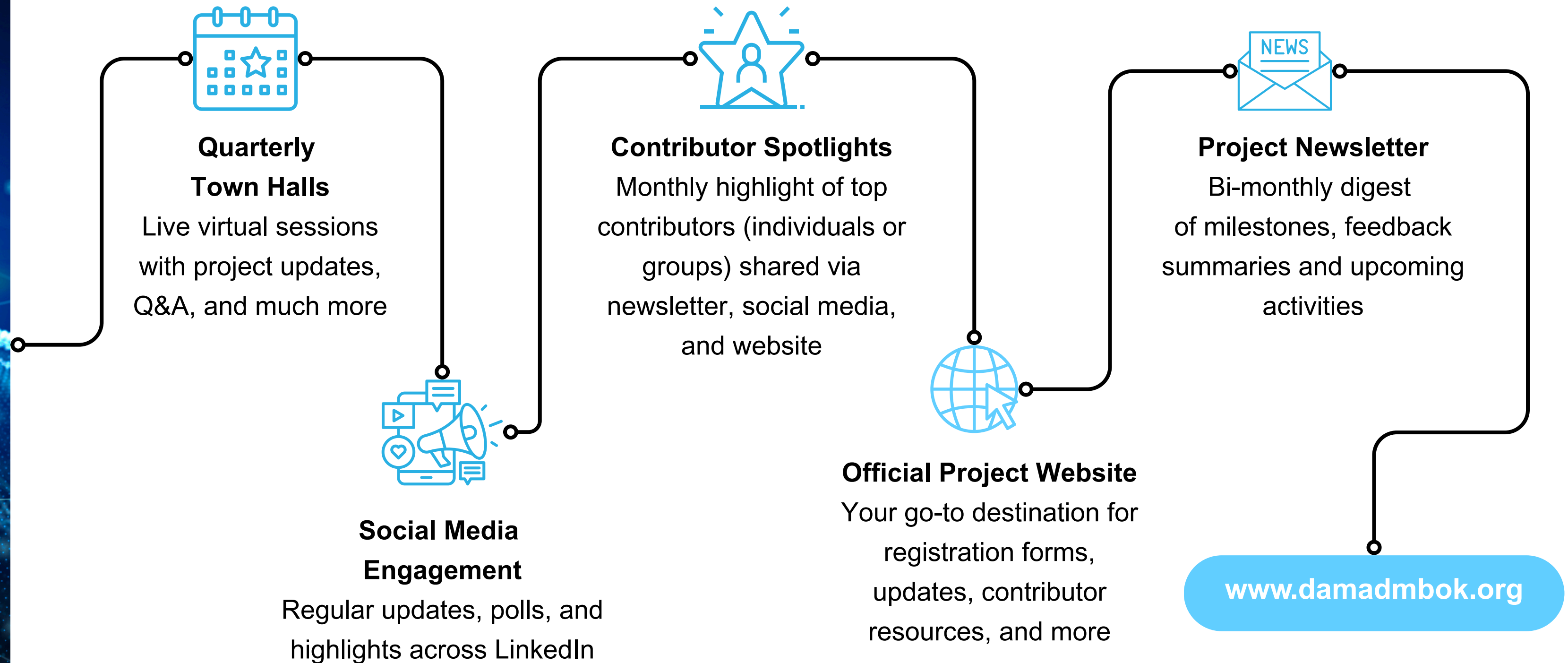
Act. #4: Public Exposure Period

Act. #5: Focus Groups Round 2

DMBOK® 3.0 Journey: 2027



Additional **COMMUNITY COMMUNICATION**



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Here's How to **GET INVOLVED**

6 Easy Steps to Join the Journey



VISIT OUR WEBSITE



Go to www.damadmbook.org and subscribe to stay in the loop

SUBSCRIBE TO THE NEWSLETTER



Get bi-monthly updates on progress, events, and engagement opportunities

COMPLETE THE BENCHMARK SURVEY



This key survey will be launched soon and shared with all registrants and broader

DAMA MEMBERS & CHAPTERS



We'll contact you directly for focus group participation

WATCH FOR NEW ACTIVITIES



More ways to engage coming soon — open call for contribution, feedback form, public exposure

SHARE THE INITIATIVE



Help us spread the word and make DMBOK® 3.0 a global, community-driven standard

A Heartfelt **THANK YOU**

Celebrating Our Volunteers

DAMA-DMBOK® 3.0 is only possible because of the dedication of our global community.



**THANK
YOU!**

Thank you to all:

- speciality editors
- contributors
- reviewers
- supporters
- all our volunteers

Thanks to all our:

- DAMA Individual Professional Members
- DAMA Member Chapters

Your passion and expertise drive this project forward

Special thanks to DAMA Chapters and chapter members involved in DMBOK® 2.0 Revised Edition translations

**We see you. We appreciate you.
We're building this together.**



Interactive Q&A

Q&A Let's Talk

Have a question?

Use the Q&A

Didn't get to it?

**Send follow-ups to
mathias.vercauteren@dama.org**

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Let's Shape The Future of Data Management **TOGETHER**



This is not just a project—it is a community-wide effort.

DAMA-DMBOK® 3.0 will be a reference guide built **by our community, for our community.**

We invite every one of you to engage, contribute, and collaborate in the months ahead.

WHILE WE ARE ACTIVELY WORKING
ON DAMA-DMBOK® 3.0,
the **DAMA-DMBOK® 2.0 Revised edition**
remains a highly relevant and valuable resource.