

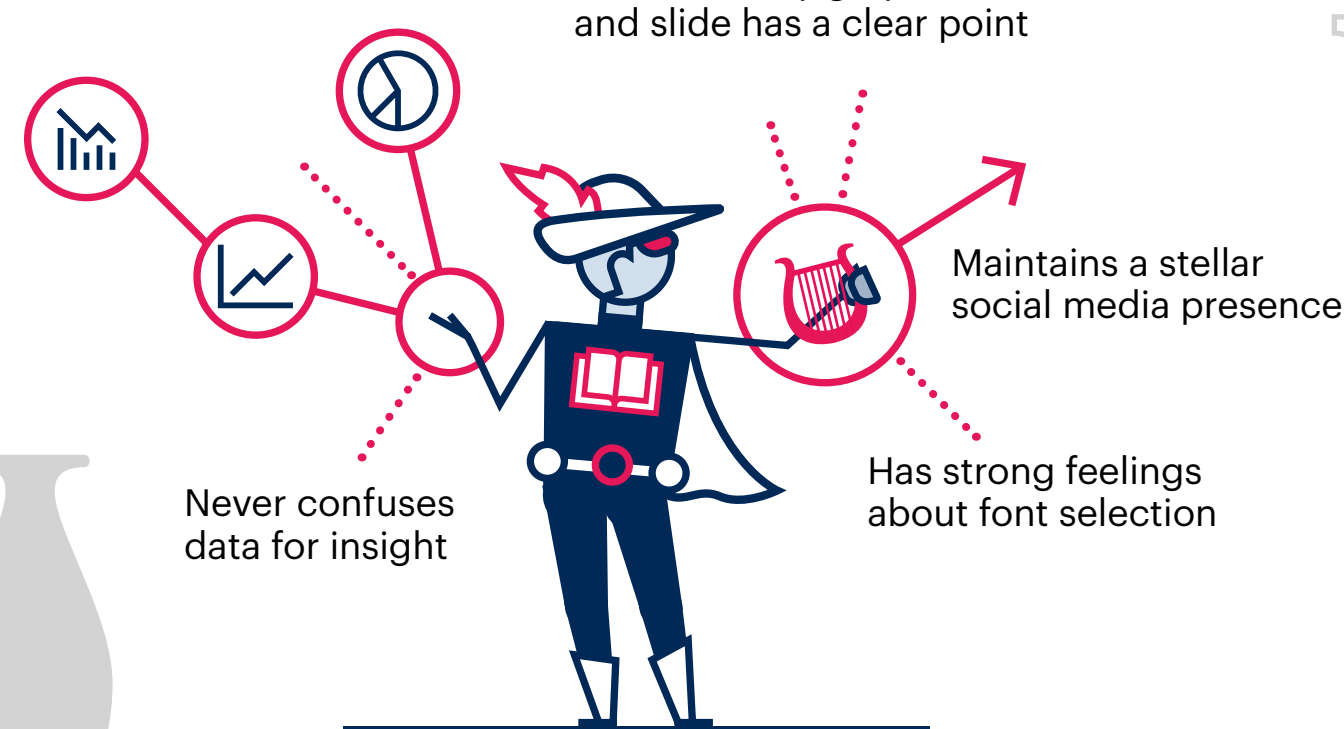


Gartner Research Board for Global Chief Data and Analytics Officers set out to find the personas who can unlock success and equity in D&A. These personas possess backgrounds and skills that aren't traditionally valued, but that render them uniquely powerful and successful.

Envisioning an increasingly ethical, accessible, and inclusive D&A environment, we invite you to meet the future champions of data and analytics:

Effortlessly turns boring data into compelling narratives

Ensures every graph, chart, and slide has a clear point



Never confuses data for insight

Has strong feelings about font selection

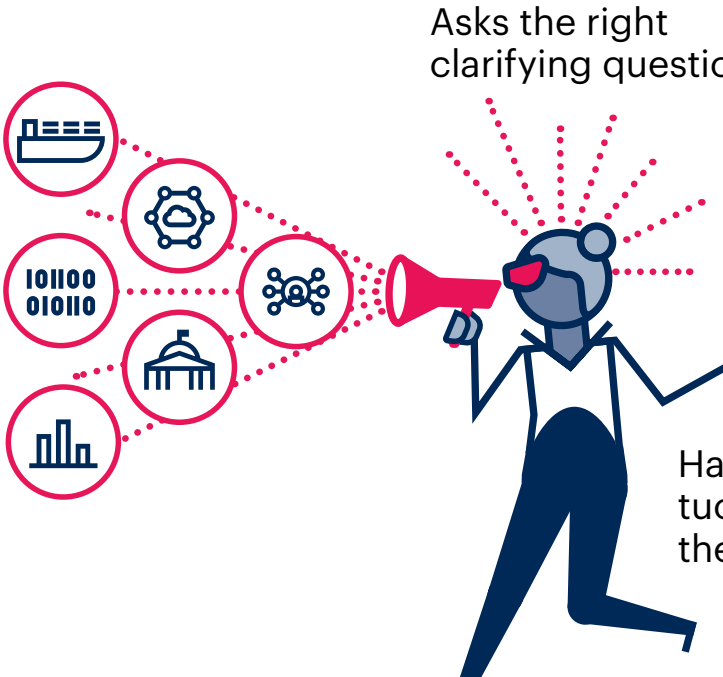
Maintains a stellar social media presence

The Bard

As fluent in sales and supply chain as they are in Python and SQL

Hard-wired to connect the business problem directly with the data or analytics solution

Knows what data is needed, where it is, and how to get it



Asks the right clarifying questions

Used to teach French

Has a law degree tucked away in their closet

The Polyglot

Transforms from consultant to product manager to analyst at the drop of a hat

Seeks out allies and mentors around them

Is quickly comfortable in new contexts



Extremely curious and great at multitasking

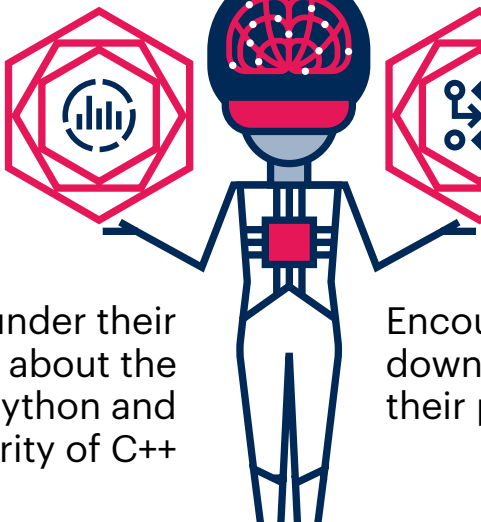
A classically trained vocalist who might spontaneously break out in song

The Metamorph

Performs mental math faster than you can open a spreadsheet

Regularly seen working with the Polyglot

Mutters under their breath about the inefficiency of Python and the superiority of C++



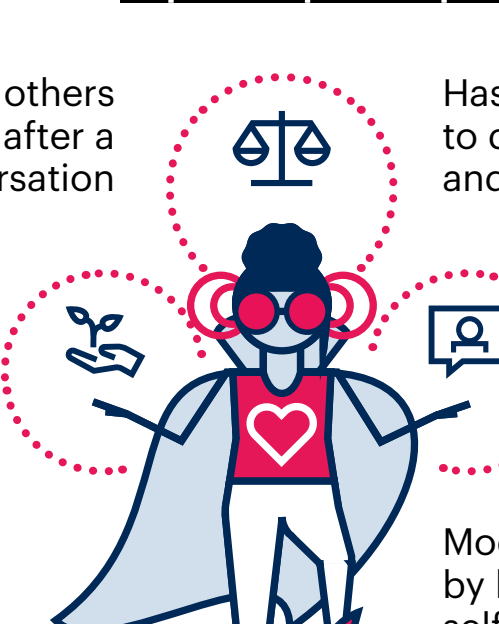
Writes algorithms for fun on the weekends

Encourages you to download their book from their personal GitHub

The Human OS

Leaves others feeling heard after a conversation

Makes space for every opinion before making a decision



Has an uncanny ability to detect blind spots and biases

Stands up for others when they are not in the room

Models authenticity by bringing their full self to work

The Advocate

A confident creative who is always looking for new ways to solve problems

Regularly remarks, "This data is so beautiful!"

Reads Edward Tufte books for the pictures



Loves to talk about human-centric design

Isn't afraid to fail

Probably a middle child

The Artist



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