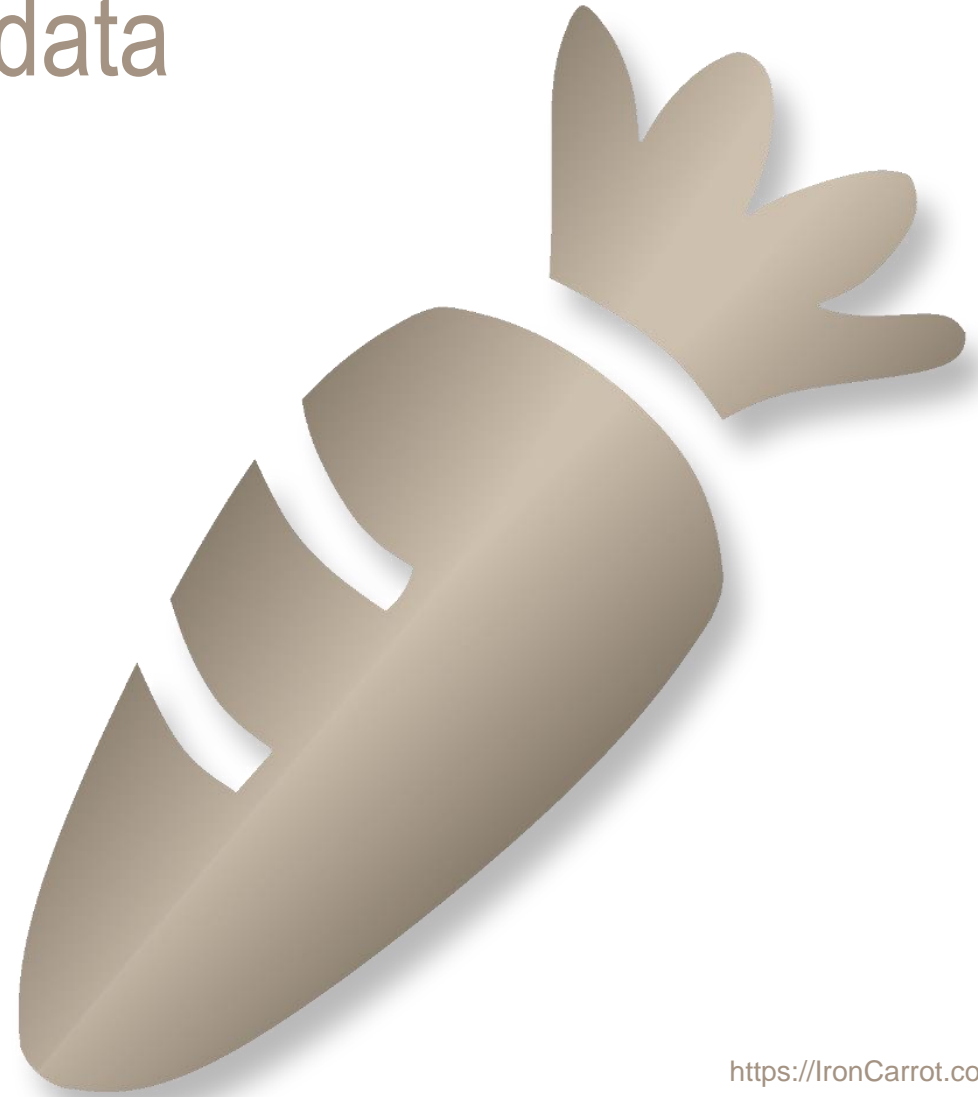


# Getting the most out of your data from beginning to end

For: Briefing Marketing & BD Leaders

By: CJ Anderson

07 November 2023



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## CJ Anderson

Data Governance Frameworks  
Taxonomies and Reference Data

Connect with me on LinkedIn



**1995**

BA (Hons) in  
Librarianship

**2000**

Became a Chartered  
Member of CILIP

**2001**

Started working in Law

**2016**

Co-founded Iron Carrot

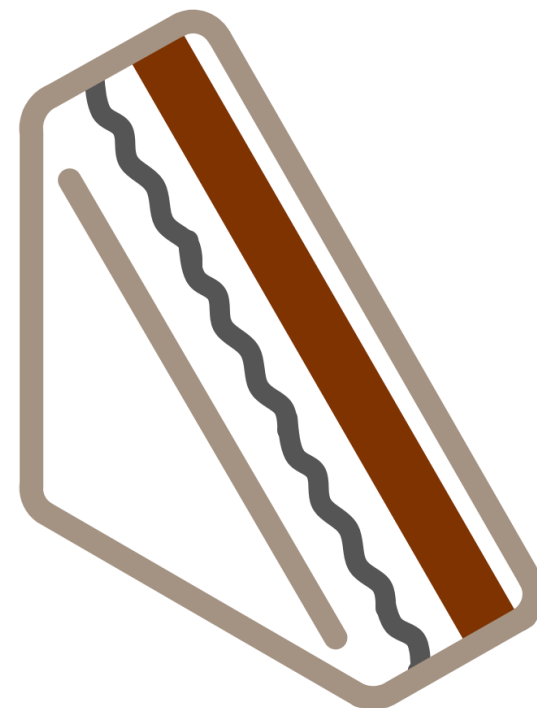
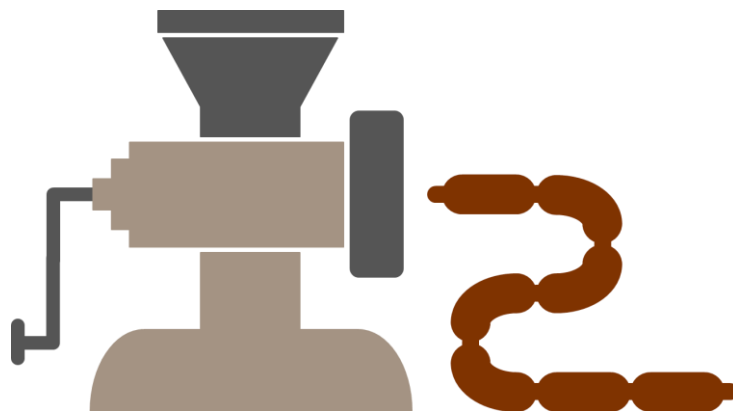
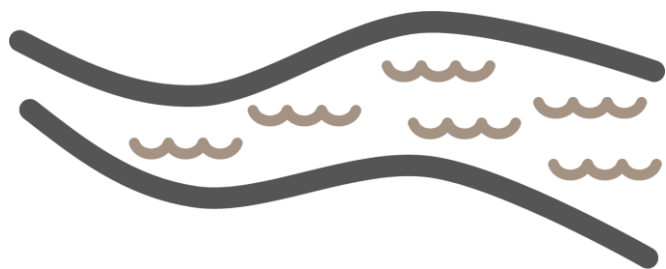
**2021**

Launched the Law Firm  
Data Governance  
Podcast

# Data through a BD & Marketing lens



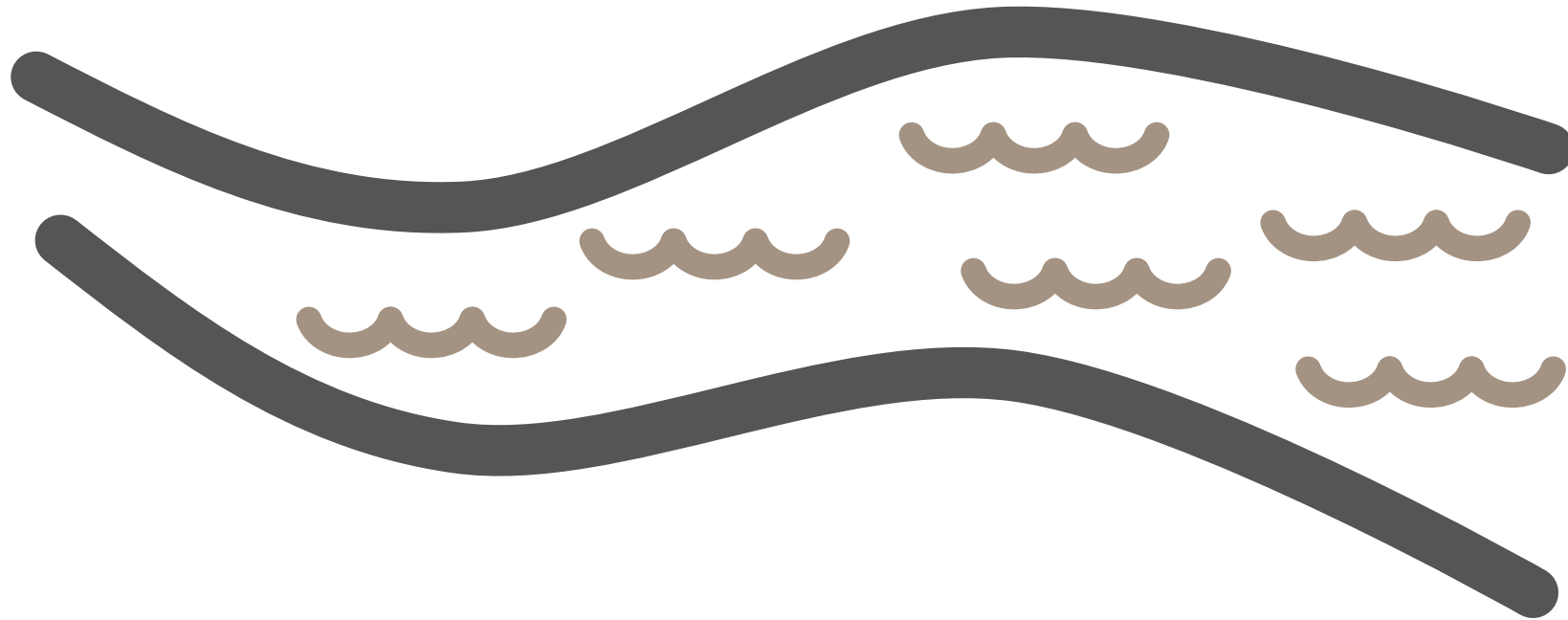
## Three core areas of law firm data activities



# From beginning to end



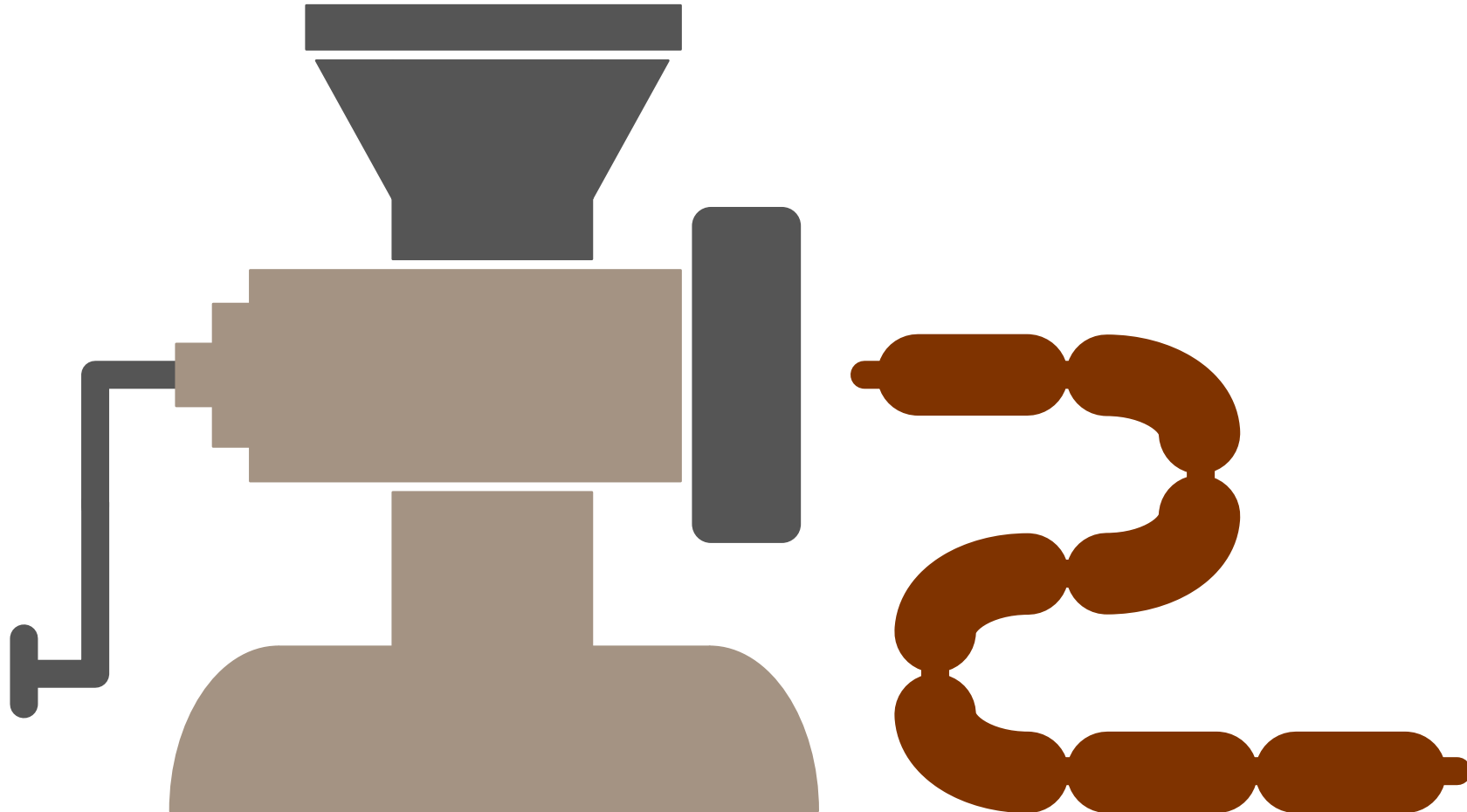
Strategic, not operational, data management



# Getting the most out of your data



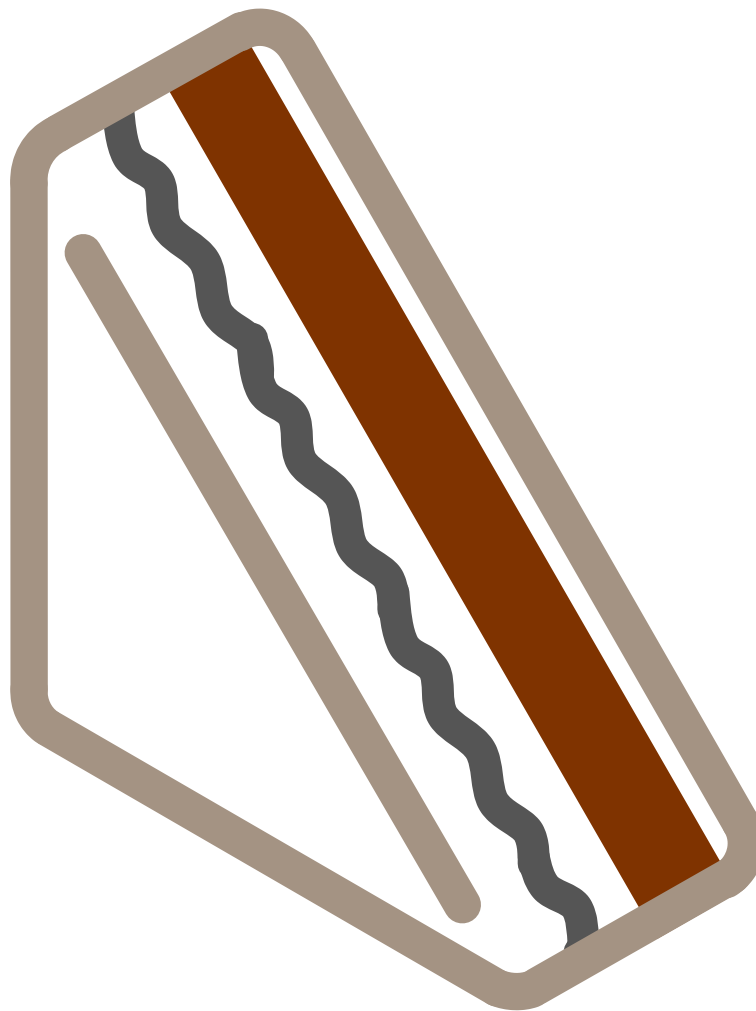
Garbage in, garbage out



# Data products






Turn data into usable information

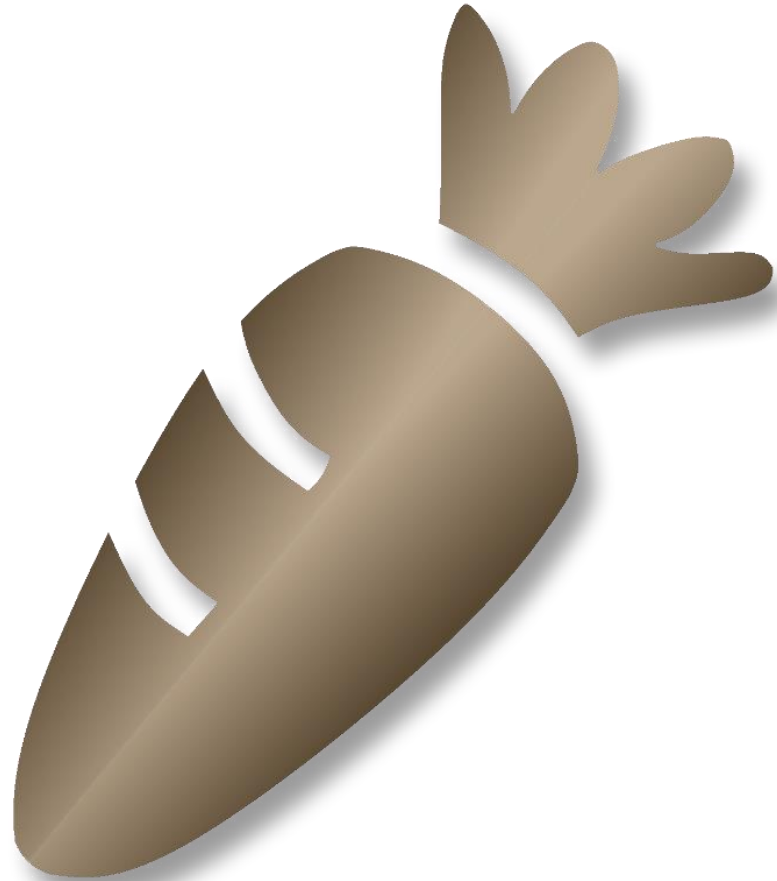


So, to get the most out of your data...

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-  What M&BD fires wouldn't catch light if your firm approached its data river differently?
-  Where are the opportunities to improve the quality of your data sausages?
-  Are you getting your data sandwiches – and if not, why not?



**CJ Anderson, Director**  
Host of the Law Firm Data Governance Podcast

Thank You

Iron Carrot Limited

Helping Law Firms use Data Governance for  
Operational Excellence

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