

Real-World Data Governance

The Role of Data Governance in Facilitating AI and Digital Transformation

Monthly Webinar Series Hosted by DATAVERSITY

Robert S. Seiner – KIK Consulting
October 16, 2025 – 11:00 a.m. PT / 2:00 p.m. ET



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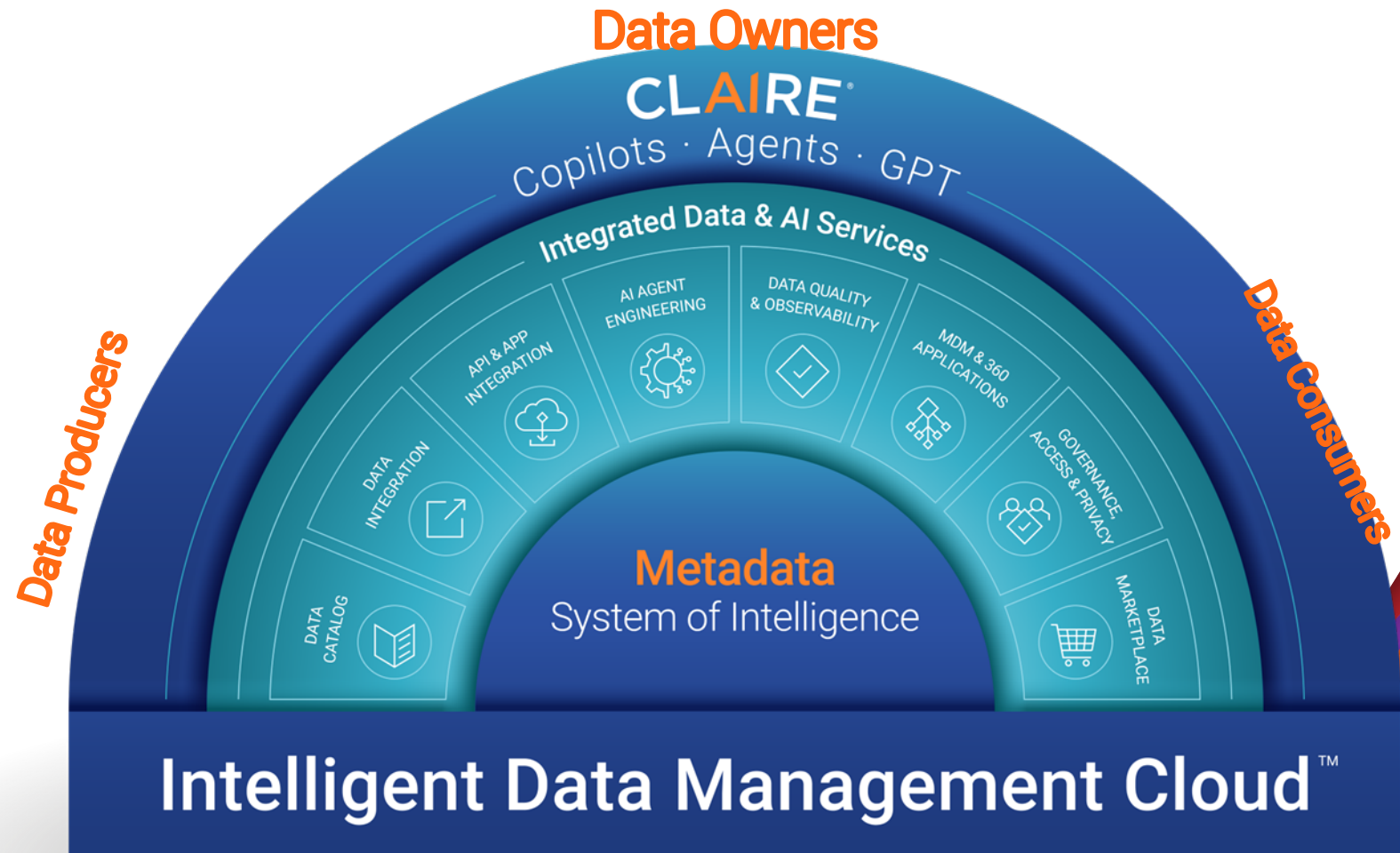


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Informatica Intelligent Data Management Cloud (IDMC)

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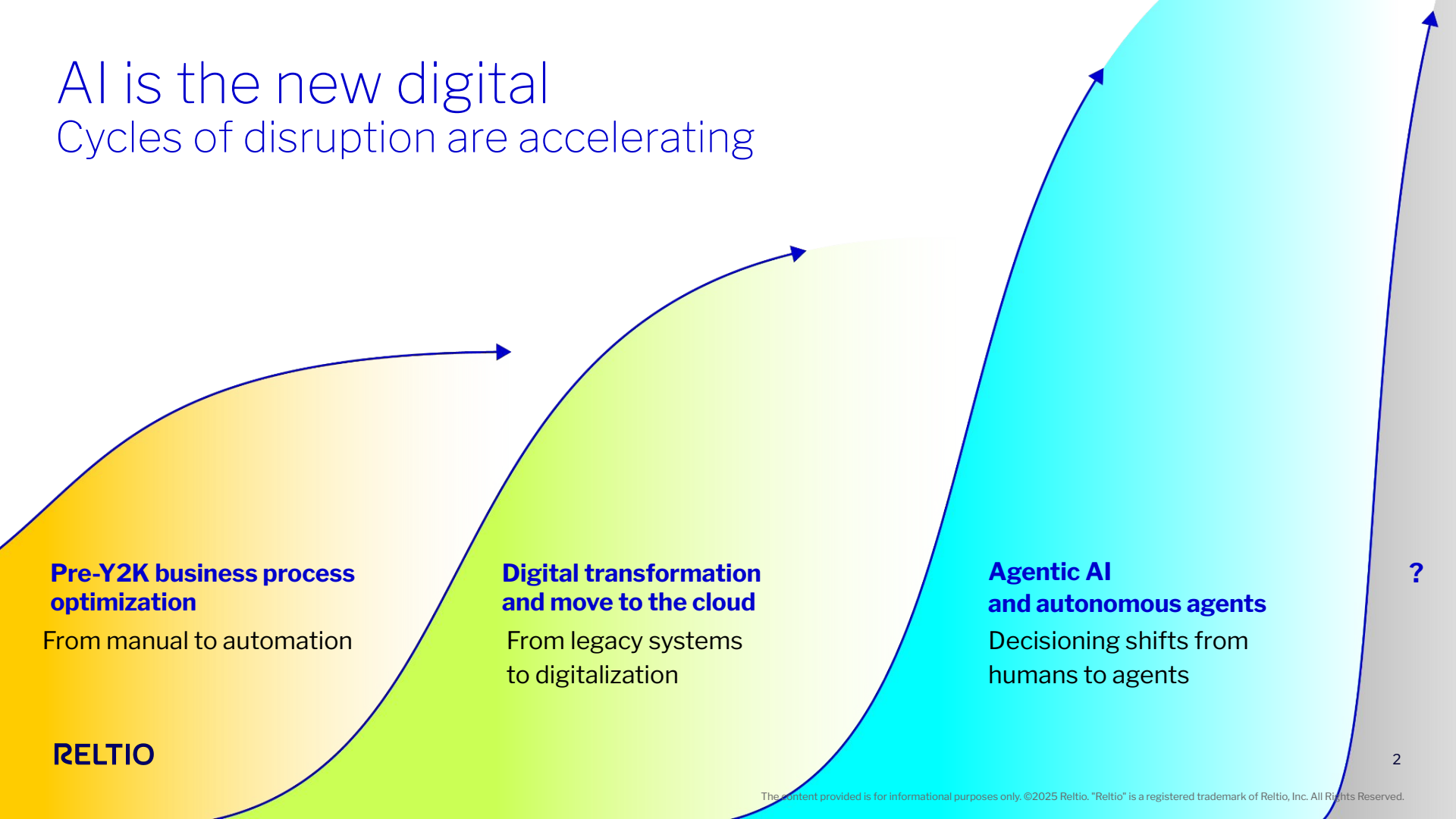


The Role of Data Governance in Facilitating AI and Digital Transformation

Matt Gagan
Principal Solution Consultant, Reltio

AI is the new digital

Cycles of disruption are accelerating



RELTIO

Agentic and Gen AI Obstacles: AI “Hallucinations”

Microsoft Travel Article Lists a Food Bank as a Destination

AI coding tool wipes out production database and lies about it

New study finds way to spot AI hallucinations

AI models can ‘hallucinate’ or make up an answer when they are uncertain about how to answer a query.

Martyn Landi • Wednesday 19 June 2024 16:00 BST



Lawyer Uses ChatGPT to Cite Made Up Legal Precedents

Microsoft’s Bing Chat Misstates Financial Data

NYC AI chatbot encourages business owners to break the law

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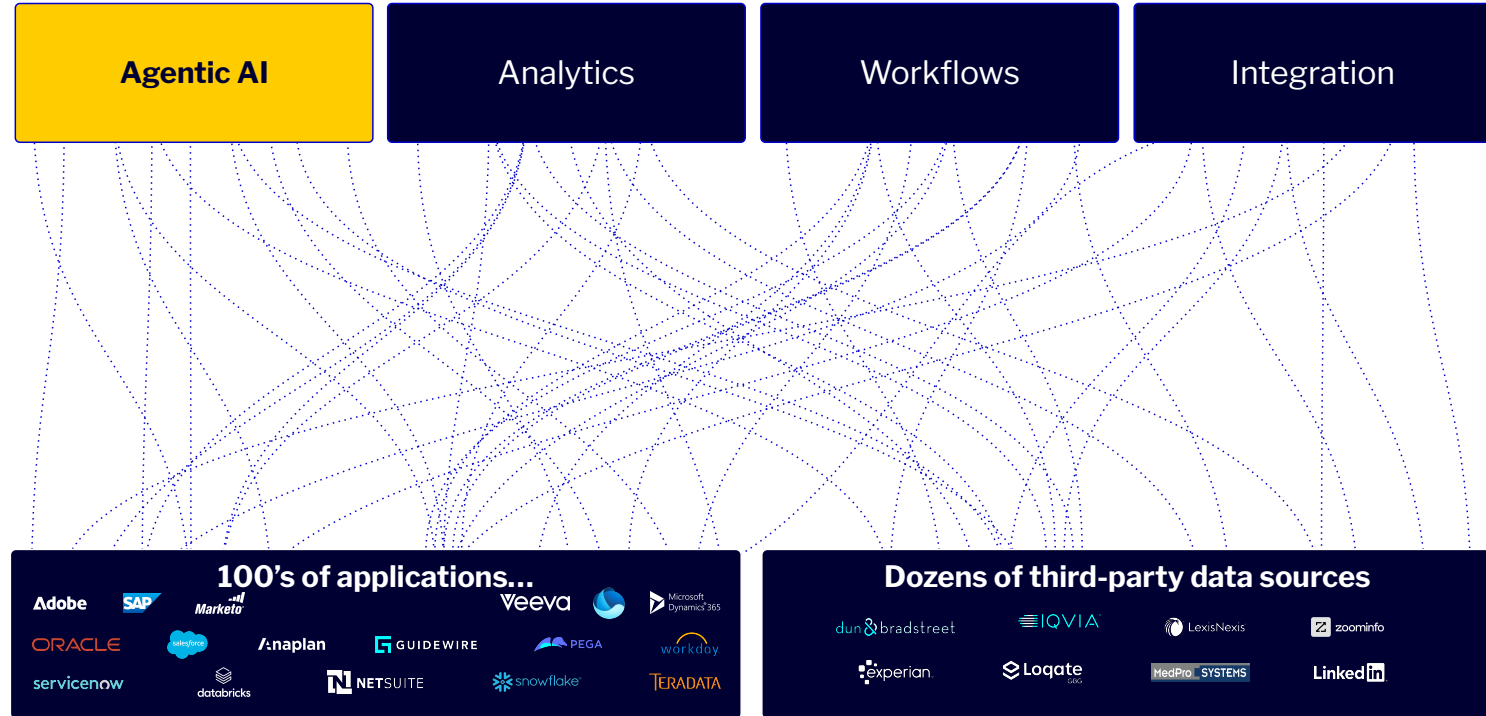
Agentic AI needs tight
prompting, context, and
complete, trusted data



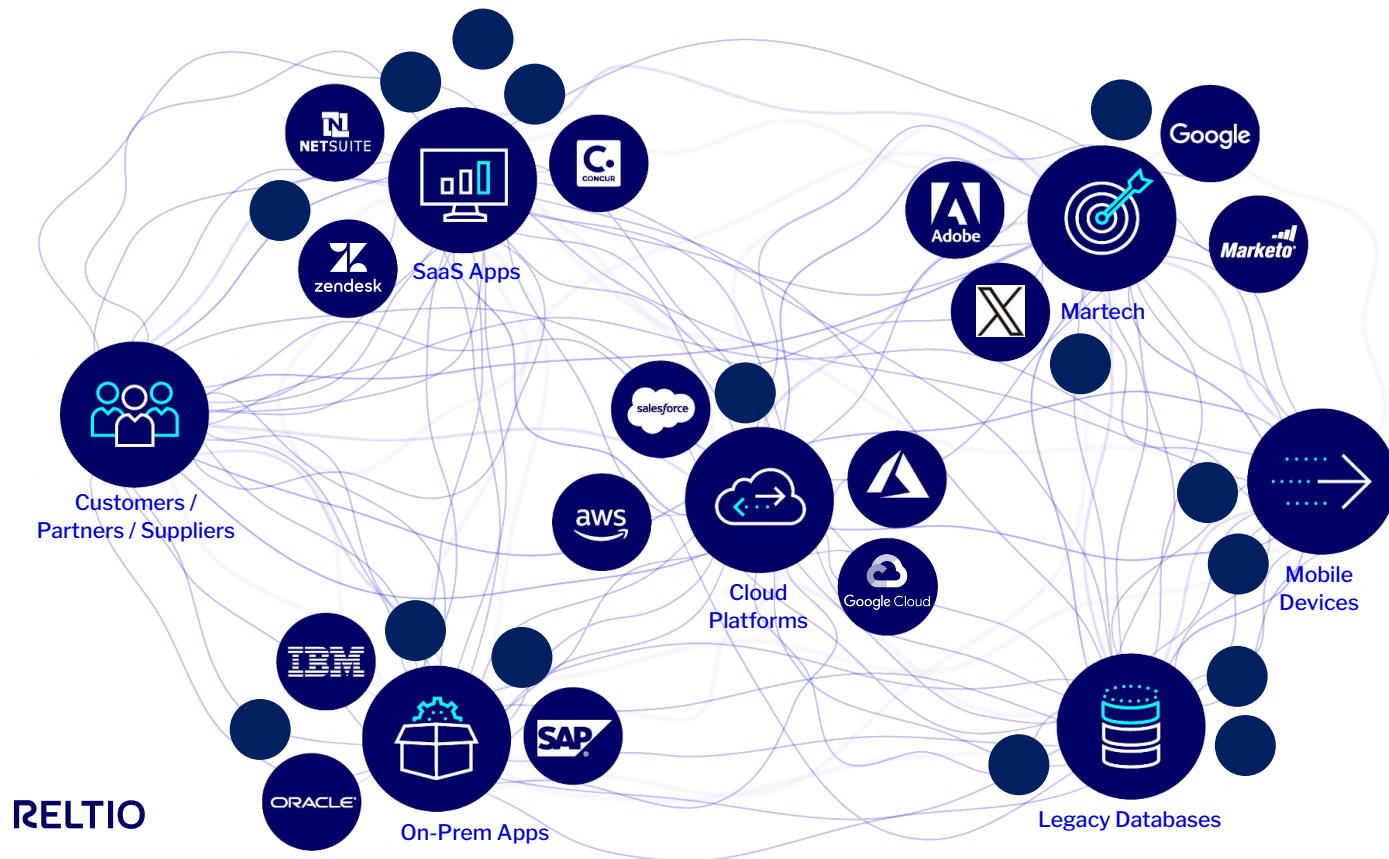
RELTIO

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But... AI Agents can't find truth buried in the enterprise data mess



Siloed, fragmented data: The barrier to digital transformation, and the kryptonite of successful AI strategies



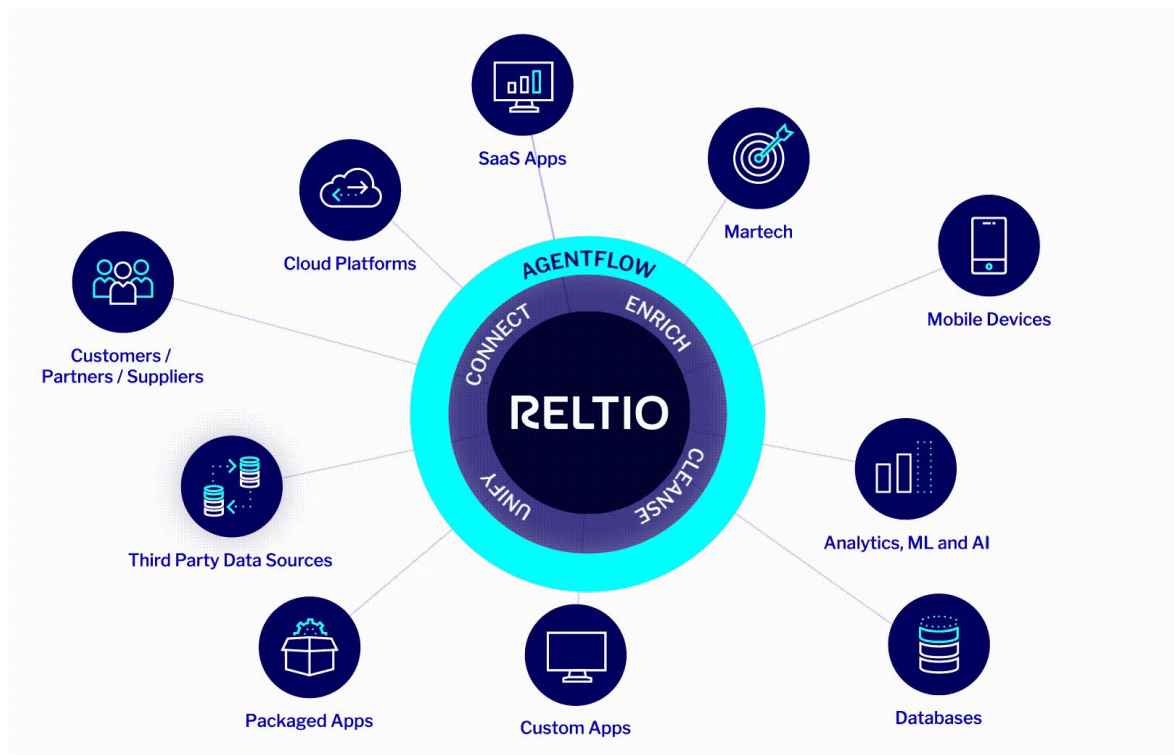
**Highly
fragmented**

Incomplete

Poor-quality

Inaccessible

Reltio unifies and mobilizes core enterprise data



Trusted, unified,
context-rich profiles

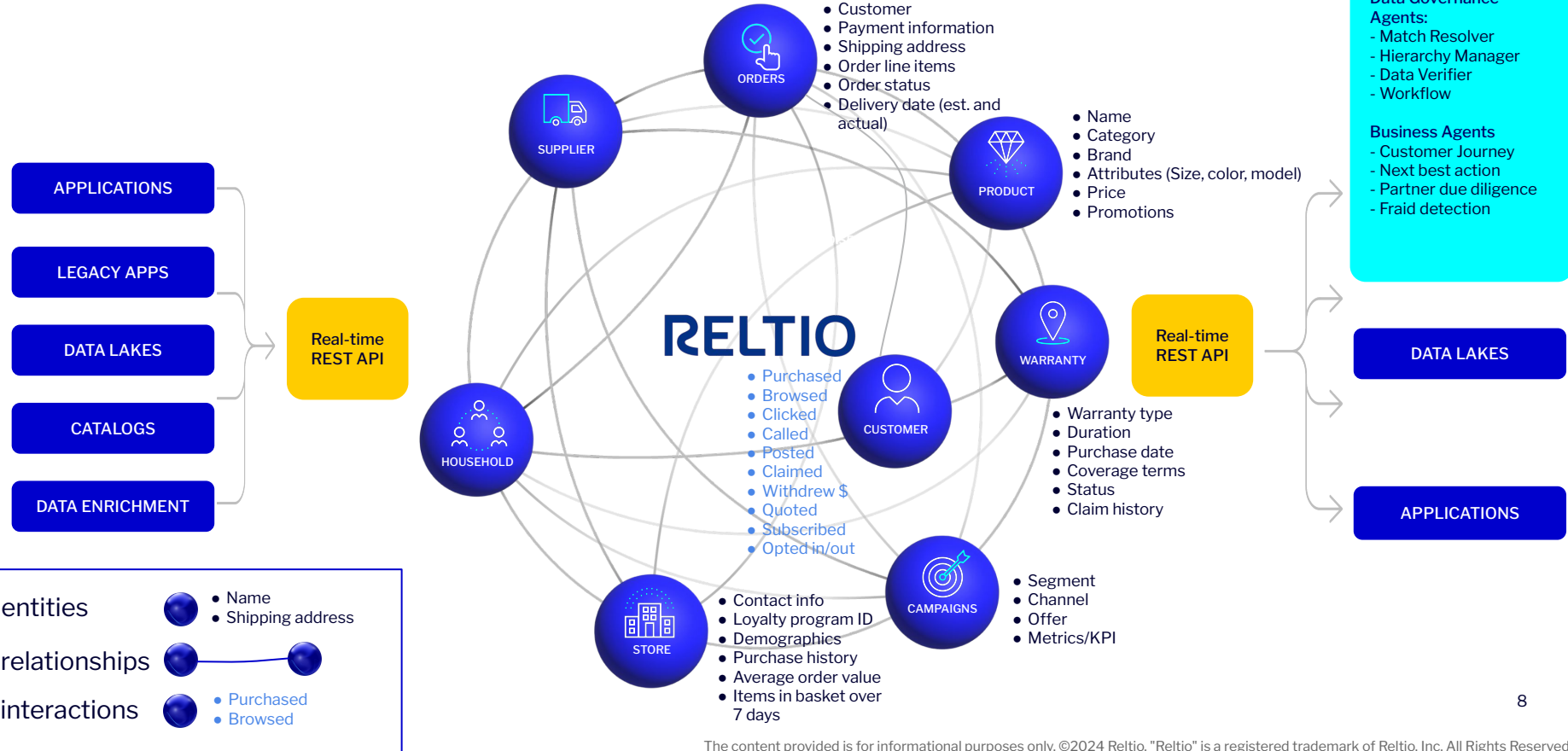
Data governance
AI agents

Real-time and ready for
operations

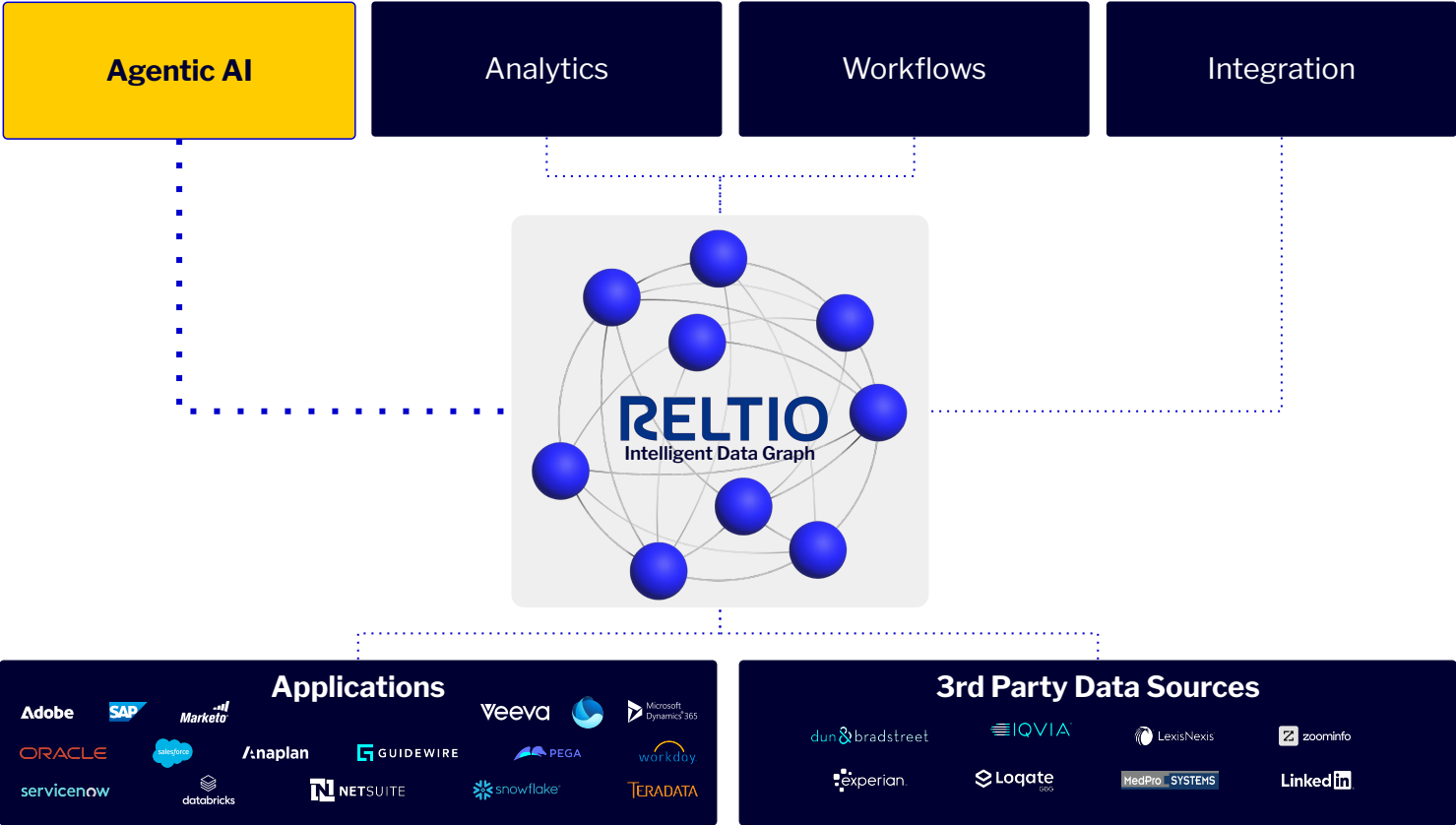
Secure, scalable,
and flexible

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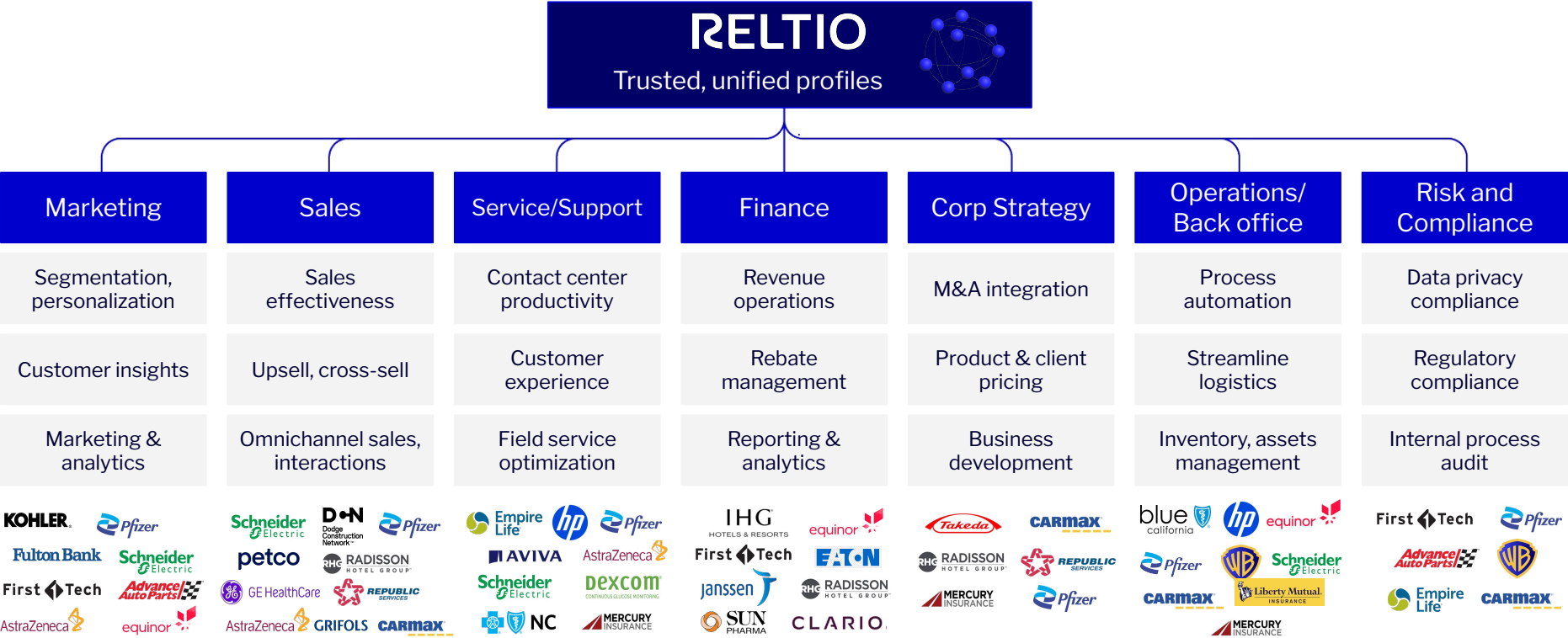
Reltio Intelligent Data Graph



A unified data foundation is your competitive advantage in the age of AI

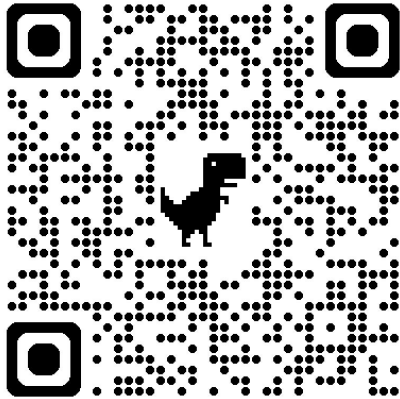


Governed data compounds your enterprise value



REL^TIO

Learn More at [Reltio.com](https://reltio.com)



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Thank you!

The Role of Data Governance in Facilitating AI and Digital Transformation

Introduction

Real-World Data Governance – Monthly Webinar Series

November 20, 2025: Advanced Techniques for *Metadata-Driven* Data Governance
Third Thursday each Month @ 2pm EST – Register at TDAN.com, KIKconsulting.com, DATAVERSITY.net

Non-Invasive Data Governance / Strikes Again / Unleashed – Books

2014: ISBN 9781935504856 / TechnicsPub.com / Amazon.com (NIDG)
2023: ISBN 9781634623599 / TechnicsPub.com / Amazon.com (Strikes Again)
2025: ISBN 9781634625937 / TechnicsPub.com / Amazon.com (Unleashed)
Find the series on Amazon: <https://www.amazon.com/dp/B0DZXYH6DR>

Non-Invasive Data Governance / Metadata Governance Online Learning Plans

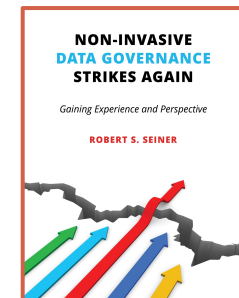
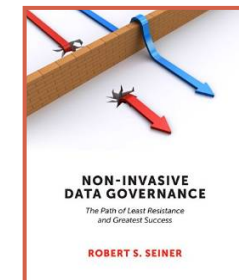
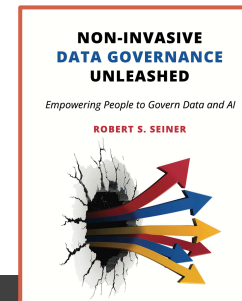
Most Recent: Business Glossaries, Data Dictionaries and Data Catalogs
DATAVERSITY Training Center – <https://training.dataversity.net>

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Carnegie Mellon University (CMU)

Adjunct Faculty/Instructor: Heinz College Executive Education
Chief Data and AI Officer (CDAIO) Certificate Program
Data and AI Governance: The What, The Why, The How



The Role of Data Governance in Facilitating AI and Digital Transformation

Abstract

- In this webinar, I will talk about ...
 - The Role of Data Governance in AI and Digital Transformation
 - Governance Strategies that Support Digital Initiatives
 - Managing Data Responsibly in AI-Driven Environments
 - Balancing Innovation with Governance Oversight
 - Case Studies of Governance Enabling Digital Transformation



The Role of Data Governance in Facilitating AI and Digital Transformation

Definitions

- Governance – The execution and enforcement of authority.
- Stewardship – Formalized accountability.
- Data Governance – The execution and enforcement of authority over data.
- AI Governance – The execution and enforcement of authority over AI.



The Role of Data Governance in Facilitating AI and Digital Transformation

Definitions

- AI Transformation – AI Transformation is the **deliberate act of governing and enabling data** so that artificial intelligence can be trusted, adopted, and embedded into the way an organization operates, makes decisions, and delivers value.
- Digital Transformation – *Data Transformation* is the process of **deliberately governing, refining, and elevating data** so that it can serve as a true business asset.

Aspect	^{digital} Data Transformation	AI Transformation
Core Purpose	Make data trustworthy, consistent, and usable by formalizing accountability and governance in a non-invasive way.	Embed artificial intelligence into operations and decision-making so it becomes trusted, responsible, and valuable to the business.
What It Requires	Strong data governance, cultural alignment, and a focus on people's existing roles in defining, producing, and using data.	High-quality governed data, change management to shift behaviors, and data literacy to ensure AI outputs are understood and applied.
Business Value	Enables reliable analytics, reporting, and decisions that free teams from rework and build confidence in the numbers.	Accelerates innovation, personalizes experiences, and improves speed and foresight by making AI safe, auditable, and sustainable.



The Role of Data Governance in Facilitating AI and Digital Transformation

Before We Get Started (BWGS)

- BWGS1: Imagine AI Transformation Without Governance
- BWGS2: Do the Same for Digital Transformation Without Governance
- BWGS3: The Grocery Store Analogy



The Role of Data Governance in Facilitating AI and Digital Transformation Before We Get Started (BWGS)

- BWGS1: Imagine AI Transformation Without Governance
 - AI scales bad data into faster bad decisions.
 - Bias in models goes undetected and becomes institutionalized.
 - Compliance and privacy risks explode across the organization.
 - Trust in AI erodes when results are inconsistent or inexplicable.
 - Teams waste time re-validating AI outputs instead of innovating.
 - Investments in AI underperform because insights aren't reliable or actionable.



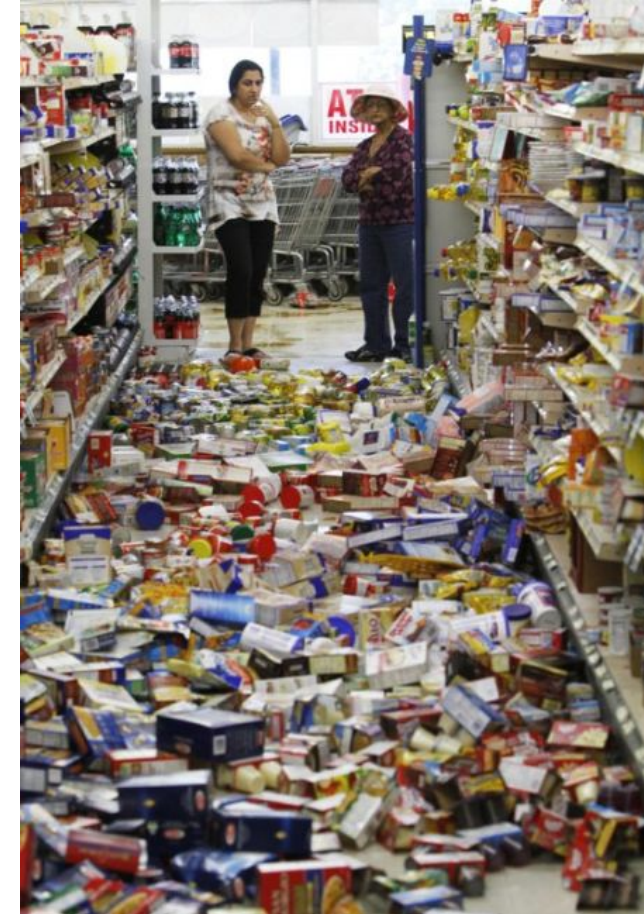
The Role of Data Governance in Facilitating AI and Digital Transformation Before We Get Started (BWGS)

- BWGS2: Do the Same for Digital Transformation Without Governance
 - Data silos grow as new tools multiply disconnected systems.
 - Inconsistent definitions create confusion across reports and dashboards.
 - Poor data quality undermines digital workflows and automation.
 - Compliance gaps widen as data moves faster than controls.
 - Teams lose trust in digital tools when results conflict.
 - Transformation stalls because decisions rely on unreliable information.



The Role of Data Governance in Facilitating AI and Digital Transformation Before We Get Started (BWGS)

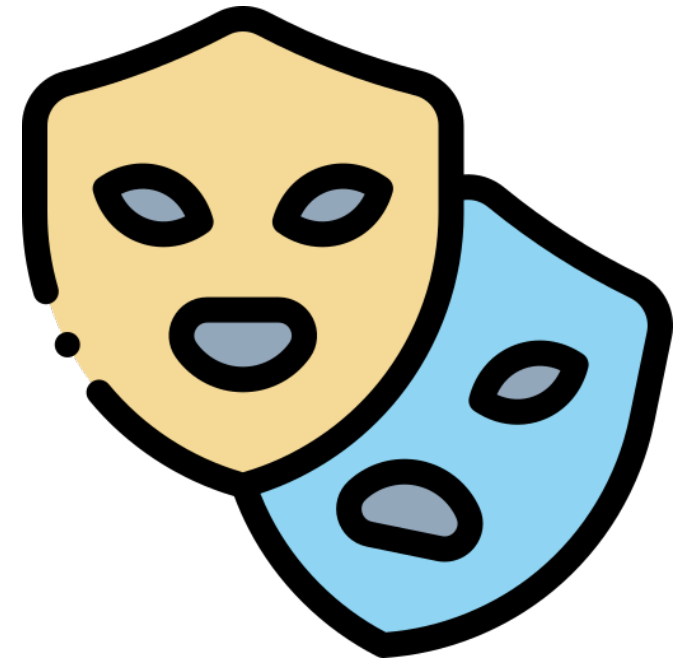
- BWGS3: The Grocery Store Analogy
 - No labels, no trust: If you can't find what you need, you can't make the right (healthy eating 😊) choices.
 - Wasted time, wasted value: Everyone spends more time searching than using what's there.
 - Chaos scales poorly: The bigger the store, the worse the mess without organization.



The Role of Data Governance in Facilitating AI and Digital Transformation

The Role of Data Governance in AI and Digital Transformation

- Governance is the foundation that makes AI and digital transformation sustainable.
- Without governed data, AI just automates errors and accelerates chaos.
- Trusted, auditable data gives AI credibility and business value.
- Digital strategies fail if data is inconsistent, siloed, or mistrusted.
- Governance shifts transformation from risky to repeatable.



The Role of Data Governance in Facilitating AI and Digital Transformation

The Role of Data Governance in AI and Digital Transformation

- Governance is the foundation that makes AI and digital transformation sustainable.
 - No governance, no trust — no trust, no transformation.
 - AI is only as smart as the data it's fed.
 - Governance turns risky experiments into reliable innovation.
 - Sustainable change begins with accountable, well-managed data.



The Role of Data Governance in Facilitating AI and Digital Transformation

The Role of Data Governance in AI and Digital Transformation

- Without governed data, AI just automates errors and accelerates chaos.
 - Bad data in, bad decisions out — only faster.
 - AI without governance multiplies mistakes at machine speed.
 - Untrusted data turns smart tools into reckless ones.
 - Chaos scales when governance is left behind.



The Role of Data Governance in Facilitating AI and Digital Transformation

The Role of Data Governance in AI and Digital Transformation

- Trusted, auditable data gives AI credibility and business value.
 - Trustworthy data builds trustworthy AI.
 - Auditability turns AI from a black box into a business asset.
 - Credible AI starts with credible data.
 - Value follows when every decision is traceable and explainable.



The Role of Data Governance in Facilitating AI and Digital Transformation

The Role of Data Governance in AI and Digital Transformation

- Digital strategies fail if data is inconsistent, siloed, or mistrusted.
 - A digital strategy is only as strong as the data behind it.
 - Silos slow progress; shared data drives transformation.
 - Inconsistent data breaks trust — and trust fuels success.
 - Digital ambitions collapse when the foundation is unreliable.



The Role of Data Governance in Facilitating AI and Digital Transformation

The Role of Data Governance in AI and Digital Transformation

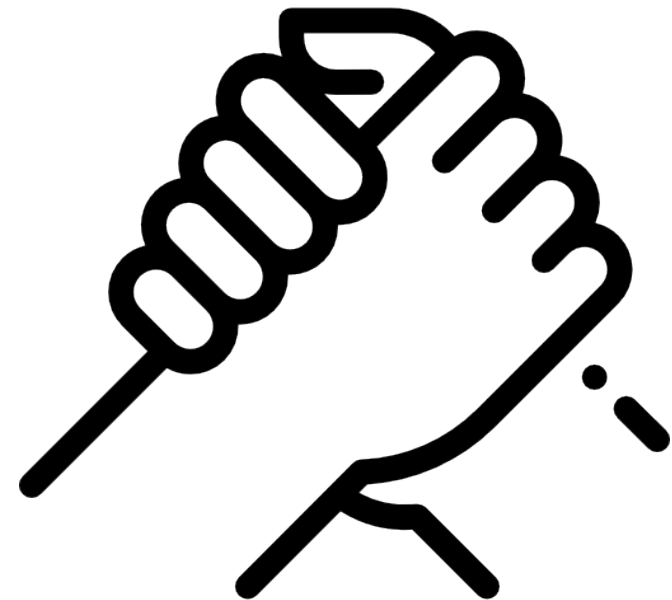
- Governance shifts transformation from risky to repeatable.
 - Good governance turns one-time wins into consistent success.
 - Repeatable results come from reliable, well-managed data.
 - Governance replaces trial-and-error with proven practice.
 - Sustainable transformation thrives on structured accountability.



The Role of Data Governance in Facilitating AI and Digital Transformation

Governance Strategies that Support Digital Initiatives

- Non-invasive governance builds on roles people already have.
- Quick wins show governance adds speed, not red tape.
- Embedding accountability into culture sustains digital progress.
- Align governance practices with the organization's existing rhythm.
- Demonstrate value early and momentum for change follows.



The Role of Data Governance in Facilitating AI and Digital Transformation

Governance Strategies that Support Digital Initiatives

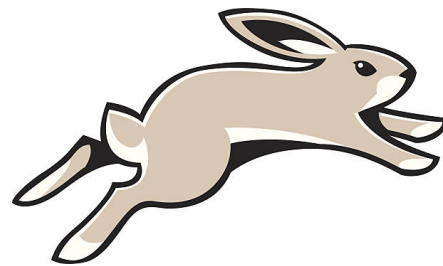
- **Non-invasive governance** builds on roles people already have.
 - **Governance isn't a new job; it's a clearer lens on existing work:** People are already defining, producing, and using data every day. Non-invasive governance simply recognizes and formalizes those natural responsibilities.
 - **Success comes from building on what's familiar, not disrupting it:** When people see governance as an extension of their current roles, they engage more willingly. It feels like support, not a burden.
 - **The best governance is woven into daily habits, not bolted on:** By respecting existing workflows and culture, governance gains traction. Change becomes easier because it feels like a natural next step.



The Role of Data Governance in Facilitating AI and Digital Transformation

Governance Strategies that Support Digital Initiatives

- **Quick wins** show governance adds speed, not red tape.
 - **Start small to move fast:** Focusing on a high-value data issue — like reconciling conflicting reports — delivers visible results quickly. This builds confidence that governance makes things easier, not slower.
 - **Show value where it matters most:** When early wins remove roadblocks for business leaders, they become champions for scaling governance. Success stories spread faster than mandates.
 - **Turn momentum into a movement:** Each quick win creates a proof point that governance improves speed and clarity. Momentum grows as more teams want the same results.



The Role of Data Governance in Facilitating AI and Digital Transformation

Governance Strategies that Support Digital Initiatives

- **Embedding accountability** into culture sustains digital progress.
 - **Make accountability part of daily work:** When people see that their role in defining, producing, and using data matters, governance becomes second nature. Progress continues because everyone understands and owns their part.
 - **Culture beats compliance every time:** Rules alone won't sustain transformation — shared responsibility will. Embedding accountability into culture creates lasting change without constant policing.
 - **Consistency builds trust and momentum:** When accountability is clear and reinforced by leaders, teams know what's expected and deliver with confidence. This steady progress keeps digital initiatives moving forward long after the launch.



The Role of Data Governance in Facilitating AI and Digital Transformation

Governance Strategies that Support Digital Initiatives

- **Align governance practices** with the organization's existing rhythm.
 - **Fit governance into established routines:** Aligning with existing meetings, workflows, and decision-making cycles minimizes disruption. People adopt governance more readily when it feels like a natural extension of how they already operate.
 - **Respect the organization's cultural tempo:** Every organization has its own speed of change. Governance gains traction when it supports that pace instead of forcing a new one.
 - **Build consistency without creating friction:** When governance practices follow familiar patterns, teams focus on improving outcomes instead of learning new processes. This harmony keeps transformation steady and sustainable.



The Role of Data Governance in Facilitating AI and Digital Transformation

Governance Strategies that Support Digital Initiatives

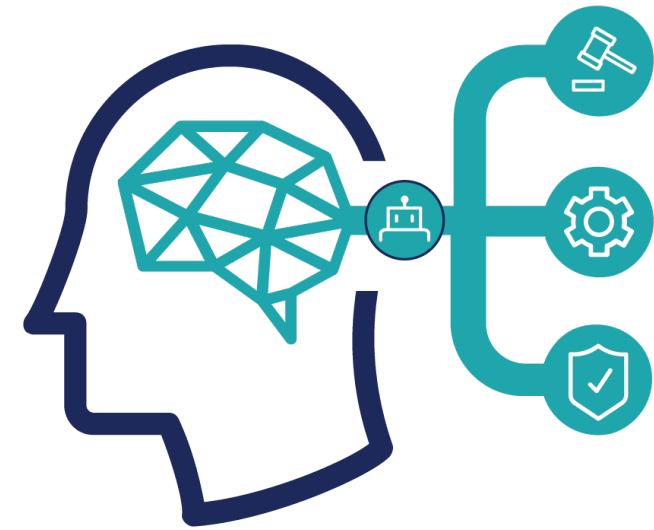
- **Demonstrate value early** and momentum for change follows.
 - **Show results that matter to the business:** Target a pressing pain point — like inconsistent reporting or slow data access — and fix it first. Early success convinces leaders that governance delivers real benefits, not just theory.
 - **Turn small victories into visible stories:** Highlight each improvement in dashboards, meetings, and leadership updates. Public wins inspire others to get involved and see governance as a catalyst for progress.
 - **Use momentum to scale change:** Each proven success reduces resistance and builds trust in the approach. Momentum grows as teams want the same gains for their own data challenges.



The Role of Data Governance in Facilitating AI and Digital Transformation

Managing Data Responsibly in AI-Driven Environments

- AI depends on the quality of the data it consumes.
- Poorly governed data introduces bias and amplifies risk.
- Governance ensures data is consistent, ethical, and transparent.
- Responsible practices make AI outputs reliable and explainable.
- Trustworthy data is the only path to trustworthy AI.



The Role of Data Governance in Facilitating AI and Digital Transformation

Managing Data Responsibly in AI-Driven Environments

- AI depends on the quality of the data it consumes.
 - AI is only as smart as the data that feeds it.
 - Bad data doesn't just slow AI down — it misleads it.
 - The future of AI is built on the integrity of today's data.
 - Quality data transforms AI from a guessing game into a trusted guide.



The Role of Data Governance in Facilitating AI and Digital Transformation

Managing Data Responsibly in AI-Driven Environments

- Poorly governed data introduces bias and amplifies risk.
 - Untrusted data feeds bias, and bias spreads faster than the truth.
 - AI can't fix bad data — it magnifies it.
 - Risk multiplies when decisions are built on invisible flaws in the data.
 - Governance is the guardrail that keeps AI from going off course.



The Role of Data Governance in Facilitating AI and Digital Transformation

Managing Data Responsibly in AI-Driven Environments

- Governance ensures data is consistent, ethical, and transparent.
 - Consistency is the backbone of reliable AI decisions.
 - Ethical data practices protect both the organization and the people it serves.
 - Transparency builds the trust needed for AI adoption at every level.
 - Governance transforms data from a liability into a strategic advantage.



The Role of Data Governance in Facilitating AI and Digital Transformation

Managing Data Responsibly in AI-Driven Environments

- Responsible practices make AI outputs reliable and explainable.
 - Reliable AI starts with responsible data practices.
 - Explainable AI isn't a feature — it's the result of disciplined governance.
 - You can't trust what you can't explain.
 - Responsible data turns AI from a black box into a trusted partner.



The Role of Data Governance in Facilitating AI and Digital Transformation

Managing Data Responsibly in AI-Driven Environments

- Trustworthy data is the only path to trustworthy AI.
 - If the data can't be trusted, neither can the AI.
 - AI inherits the integrity — or the flaws — of its data.
 - Trust in AI is built one reliable data point at a time.
 - Strong governance of data is the foundation for credible AI decisions.



The Role of Data Governance in Facilitating AI and Digital Transformation

Balancing Innovation with Governance Oversight

- Innovation and governance are partners, not enemies.
- Oversight gives innovation guardrails to stay on course.
- Governance accelerates safe experimentation with data and AI.
- Without oversight, “fast” often becomes “fragile.”
- Balance creates innovation that is both bold and sustainable.



The Role of Data Governance in Facilitating AI and Digital Transformation

Balancing Innovation with Governance Oversight

- Innovation and governance are partners, not enemies.
 - **Integrate governance early in innovation projects:** Bring governance teams into the conversation at the start so that data quality and compliance support, rather than slow, experimentation.
 - **Use governance to prioritize trustworthy data sources:** Focus innovation efforts on high-quality, well-governed data to ensure faster, more reliable outcomes.
 - **Build cross-functional innovation-governance teams:** Pair creative thinkers with governance leaders to co-design solutions that are both groundbreaking and sustainable.



The Role of Data Governance in Facilitating AI and Digital Transformation

Balancing Innovation with Governance Oversight

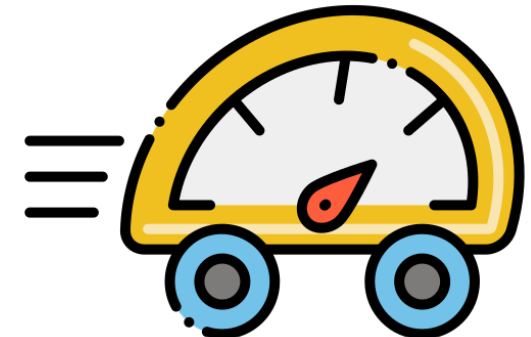
- Oversight gives innovation guardrails to stay on course.
 - **Define clear data usage policies for innovation projects:** Set upfront guidelines to ensure new ideas use data responsibly and align with business priorities.
 - **Establish checkpoints to review data quality and ethics:** Regularly assess whether innovation efforts are meeting governance standards to avoid risks early.
 - **Create a feedback loop between innovators and governance leaders:** Encourage continuous collaboration so guardrails evolve alongside new technologies and opportunities.



The Role of Data Governance in Facilitating AI and Digital Transformation

Balancing Innovation with Governance Oversight

- Governance accelerates safe experimentation with data and AI.
 - **Identify and certify trusted data sources for pilots:** Start experiments with data that meets quality and compliance standards to reduce risk and speed up results.
 - **Set lightweight governance protocols for innovation projects:** Use flexible guidelines that protect data integrity without stifling creativity or slowing progress.
 - **Track and share lessons learned from early experiments:** Turn each pilot into a source of knowledge that informs future innovation and strengthens governance practices.



The Role of Data Governance in Facilitating AI and Digital Transformation

Balancing Innovation with Governance Oversight

- Without oversight, “fast” often becomes “fragile.”
 - **Embed governance reviews in innovation timelines:** Integrate quick, focused checkpoints to catch risks early without slowing progress.
 - **Prioritize stability alongside speed in project goals:** Encourage teams to measure success by long-term impact, not just rapid delivery.
 - **Develop resilience plans for innovative solutions:** Ensure new data-driven products have the governance support to scale and endure beyond the pilot stage.



The Role of Data Governance in Facilitating AI and Digital Transformation

Balancing Innovation with Governance Oversight

- Balance creates innovation that is both bold and sustainable.
 - **Blend innovation goals with governance metrics:** Align creativity with measurable standards for data quality, compliance, and long-term impact.
 - **Encourage collaboration between innovators and governance leaders:** Build cross-functional teams to ensure bold ideas meet trusted data requirements from the start.
 - **Create a culture that values both agility and accountability:** Reinforce that lasting innovation thrives when creativity moves in step with responsible governance.



The Role of Data Governance in Facilitating AI and Digital Transformation

Case Studies of Governance Enabling Digital Transformation

- An organization that succeed when they treated governance as a catalyst.
- An organization where governance turned data chaos into clarity in real projects.
- An organization where stewardship formalized accountability already happening informally.
- An organization where the digital transformation stuck because governance made it real.
- An organization where results improved when governance enabled—not controlled—innovation.



The Role of Data Governance in Facilitating AI and Digital Transformation

Case Studies of Governance Enabling Digital Transformation

- An organization that succeeded they **treated governance as a catalyst**.
 - **Challenge:** The organization faced stalled digital transformation efforts because siloed data and inconsistent definitions undermined analytics and decision-making. Leaders lacked trust in reports, which created resistance to adopting new digital tools and slowed progress across departments.
 - **Approach:** They implemented a non-invasive governance framework that aligned data accountability with existing roles, avoiding disruption to the business. By focusing on quick wins — such as reconciling key metrics and standardizing data definitions — they built early confidence in the value of governance.
 - **Results:** With trusted, well-governed data in place, teams accelerated their digital initiatives and reduced time wasted on resolving data disputes. Leaders embraced transformation with confidence, resulting in faster innovation, stronger compliance, and measurable improvements in business performance.



The Role of Data Governance in Facilitating AI and Digital Transformation

Case Studies of Governance Enabling Digital Transformation

- An organization where governance **turned data chaos into clarity** in real projects.
 - **Challenge:** The organization's digital transformation was bogged down by data chaos — duplicate reports, conflicting metrics, and siloed systems that left teams questioning which numbers to trust. This lack of clarity caused delays in projects and reduced confidence in analytics-driven decisions.
 - **Approach:** They adopted a governance framework that focused on standardizing key definitions and clarifying who was responsible for each major data domain. By embedding these governance practices directly into ongoing project workflows, they minimized disruption while steadily improving the consistency and reliability of data.
 - **Results:** With governed data as a single source of truth, project teams were able to deliver solutions faster and with greater confidence in their outputs. Decision-makers trusted the insights being produced, enabling more effective use of data in achieving digital transformation goals.



The Role of Data Governance in Facilitating AI and Digital Transformation

Case Studies of Governance Enabling Digital Transformation

- An organization where stewardship **formalized accountability** already happening informally.
 - **Challenge:** The organization's data was being managed by people in different departments who were already defining, producing, and using it but without a shared process or clear accountability. This informal approach led to inconsistent practices, duplicated effort, and frequent disputes over data definitions and quality.
 - **Approach:** They introduced a stewardship program that recognized and formalized the existing responsibilities of these individuals without creating new roles or disrupting their day-to-day work. By giving stewards, the authority and structure to coordinate data decisions, the organization brought consistency and transparency to how data was managed.
 - **Results:** With stewardship formalized, departments collaborated more effectively and aligned on common definitions, reducing rework and improving trust in shared data. The clarity and consistency provided by stewards accelerated progress on digital initiatives and ensured that data governance became part of the organization's culture.



The Role of Data Governance in Facilitating AI and Digital Transformation

Case Studies of Governance Enabling Digital Transformation

- An organization where **digital transformation stuck** because governance made it real.
 - **Challenge:** The organization had ambitious digital transformation goals, but projects stalled because teams couldn't agree on which data to use or trust. Without consistent definitions and quality standards, leaders struggled to make confident decisions, and investments in new tools failed to deliver the expected value.
 - **Approach:** They implemented a governance framework that established clear data ownership, standardized critical definitions, and introduced processes to ensure the reliability of shared data assets. By embedding governance practices into ongoing digital initiatives, they transformed what had been abstract plans into practical, data-driven execution.
 - **Results:** With governed data as a trusted foundation, teams moved forward with confidence and accelerated their digital transformation initiatives. Leaders began to see measurable progress and value, proving that governance was the key to turning vision into reality.



The Role of Data Governance in Facilitating AI and Digital Transformation

Summary

- In this webinar, I spoke about ...
 - The Role of Data Governance in AI and Digital Transformation
 - Governance Strategies that Support Digital Initiatives
 - Managing Data Responsibly in AI-Driven Environments
 - Balancing Innovation with Governance Oversight
 - Case Studies of Governance Enabling Digital Transformation



The Role of Data Governance in Facilitating AI and Digital Transformation

Q & A - Contact Information

- Robert S. Seiner

KIK Consulting & Educational Services – KIKconsulting.com

rseiner@kikconsulting.com

<https://www.linkedin.com/in/robert-s-seiner-445313/>

Thank You!

