The Emergence of a Professional Society for Data Managers

Trudy Curtis, CEO
Professional Petroleum Data Management Association
The place where professional data managers go for community, a body of knowledge, and professional development.

- Recognition of data as a critical asset for industry
- Creation of useful data management standards
- Supporting data management as a professional discipline
SYNERGY AND COOPERATION MAKES US STRONGER!

- Body of Knowledge
- Professional Development
- Building Community
BUILDING COMMUNITY

Relationships
- Regions
- Disciplines
- Producers and consumers
- Experts and learners

Share ideas and knowledge
- Standards
- Innovations
- Best practices

Build the Knowledge Base
- Collective action
BUILD THE COMMUNITY OF PRACTICE

Events (30+ / year)

• 3 global conferences
• Workshops, luncheons
• Students

Foundations Journal

• High quality publication for the data management community
• Issue 1: March 2014
Standards and a body of knowledge are essential to any professional discipline:

• Best practices
• Common language
• Process improvements
• Metrics
• Benchmarking
• Teaching
• Certifying

Founded 1991
WHY BOTHER WITH STANDARDS? WHY TAKE THE TIME TO COLLABORATE?

In many regulatory environments

Lots of kinds of data

Through a complex life cycle

Over a period of decades.

Used by many different groups of people

Drilled August 16, 1861
McClintock Well No. 1
Wellbore Status | Abandoned | Y
--- | --- | ---
Fluid Type | Oil & Gas | Abundance
Role | Produce | N
Well Status | In-Active | Y
Fluid Direction | Static | Y

www.WellIdentification.org

www.WhatIsAWell.org

Rules.PPDM.org
Which elements of standards work add to the **Body of Knowledge** for Data Management Professionals?
• Data managers should be a strategic (not tactical) resource
  • What makes a person a true asset?
• We need more data managers
  • Recruit, Retain, Reward
  • Portability
  • Faster ramp-up
• Blueprint for development
  • HR
  • Supervisors
  • Data managers
FIRST PRIORITY FOR CERTIFICATION

Business Analyst
Records Analyst
Data Analyst
Geo Spatial Analyst

Foundational Skills for Data Management Professionals (3 – 5 years)

Seismic
Well Header
Production
Well Logs
Well tests
...
TRAINING DATA MANAGERS
Thanks for your attention

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