

PRESS RELEASE



CATCH INTELLIGENCE WELCOMES INTERNATIONALLY RENOWNED DATA MANAGEMENT EXPERT DR. PETER AIKEN FOR EXCLUSIVE DATA GOVERNANCE WORKSHOP

CATCH Intelligence, a leader in data-driven innovation and business intelligence, is proud to announce that Dr. Peter Aiken, one of the world's foremost authorities on Data Management, will be visiting our headquarters to present at our CATCH Intelligence Data Governance Team Workshop on July 24, 2025.

Dr. Aiken is an Associate Professor at Virginia Commonwealth University, Founding Director of Anything Awesome, and current President of DAMA International, the premier global organization for data management professionals. With more than 35 years of experience working with hundreds of organizations across 30 countries, Dr. Aiken brings unparalleled expertise in data strategy, governance, and monetization.

"We are honored to host Dr. Aiken," said Tammy Barkhoff, Data Governance Practice Lead at CATCH Intelligence. "His thought leadership in Data Management will be invaluable as we continue to strengthen our Data Governance capabilities and drive a culture of data excellence across our CATCH Intelligence team."

About Dr. Peter Aiken

Dr. Aiken is widely recognized for his groundbreaking work in data management. He is the author of ten books, including the first ever on Chief Data Officers (CDOs) and on monetizing data for profit and societal good. As Associate Director of the MIT International Society of Chief Data Officers, Dr. Aiken has been at the forefront of shaping modern data leadership.

His extensive government service includes roles at the National Geospatial Intelligence Agency and the Defense Information Systems Agency. In the private sector, his consultancy, Data Blueprint, has helped over 150 organizations transform data into strategic assets.

Dr. Aiken also hosts the longest-running data management webinar series on Dataversity.net and remains a senior member of both ACM and IEEE.

A handwritten signature in black ink that reads "Mark Floersch".

Mark Floersch

President and Founder