BROADLEY/SPEAKING

# VIRTUAL CHIEF AI & DATA OFFICER

AI, Data, Product, and New Ventures

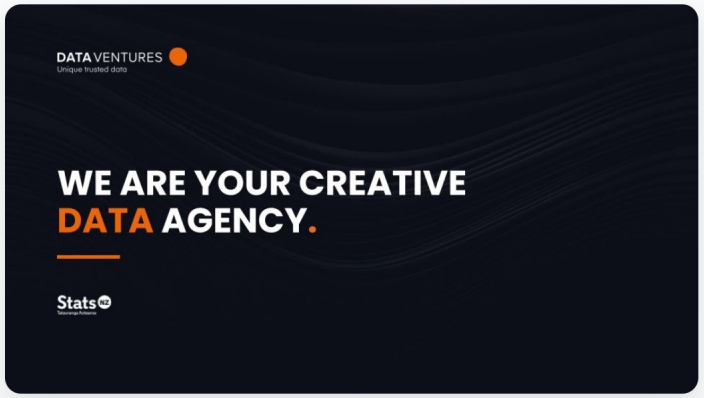
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OCT 2026

# RECENT WORK.


HAU TAKIWA
KITAO
WHAKATUPU
TAIAO
MUNAMUNA
ENVIRONMENTAL
OUTCOMES
PLATFORM
May 2023


nova
energy
Downstream Energy Division
Data Strategy & Scenarios.
29 August 2022
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DATA VENTURES
Unique trusted data
WE ARE YOUR CREATIVE
DATA AGENCY.
Stats NZ


netsafe lab
powered by netsafe
Insights
Data Strategy
Jun 2023


Greater
Wellington
Te Pane Matua Taiao
COMBINED
DATA
STRATEGY
GWRC003
July 2023
BROADLEY/SPEAKING


Te Uru
Kahika
Regional and
Unitary Councils
Aotearoa
Ministry for the
Environment
Manatū Mō Te Taiao

# CLIENTS.

TE MANATŪ WAKA
MINISTRY OF TRANSPORT

Greater Wellington
Te Pane Matua Taiao

Stats
Tatauranga Aotearoa

Ministry for the Environment
Manatū Mō Te Taiao

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Meta

# HIGHLIGHTS.

## AI JOURNEY

Taking an organisation on its AI journey: developing AI strategies and policies, and building up the maturity to consider AI as a digital employee – thinking through delegation of decisions and upskilling, but also binding it to the same ethics as an employee of the organisation.

## DATA VENTURES

Founder of the commercial arm of a central government agency, building a new front door for data products, data services and new relationships.

Developed world-first relationships in a low-trust, high-risk environment, enabling new datasets that were previously unavailable.

Developed a new data acquisition strategy and operating model for its future relevance.

## BROUGHT TOGETHER

An organisation was split, and silos meant little information was shared across critical parts.

Infrastructure and asset planning took little account of the environmental insights it produced, and its systems and tools could not speak to each other.

A **combined data strategy** was developed as a way to create change.

# STRATEGIC vCDO ROLE.

Examples of the role focusing in a strategic or governance capacity:

| | |
|---|---|
| **Board Strategy** | Educate the board on the opportunities and risks around data. Member of the Institute of Directors (MInstD). |
| **Data Governance** | Set up the best approach to overseeing the organisation's use of data. |
| **Brand & Reputation** | Establish the best approaches and strategies for your organisation's use of customer data, especially in low-trust environments. |
| **Privacy & Ethics** | Establish principles and policies on what your organisation can, will and won't do with its data, and with decisions made using data. |
| **Artificial Intelligence** | Help articulate what an outcome of using AI/ML could look like for your organisation: the risks, benefits and best practices. |

# OUTCOME-FOCUSED vCDO ROLE.

Examples of the role focusing in an outcome or operational capacity:

| | |
|---|---|
| **Data Platform & Capability** | Leading the setup of a team and infrastructure that enables your organisation to achieve its goals around AI, data and insights. |
| **Commercialisation** | Improving the value, revenue and benefits from data created by existing products and services. |
| **Brand & Reputation** | Building your organisation into a leading source of insights and data, or managing how a high-risk, low-trust organisation handles the perception of its data. |
| **Partnerships** | Brokering new relationships with other data partners to achieve bigger things that wouldn't normally be possible. |
| **Legal & Privacy** | Setting up agreements with partners and customers that allow the widest range of use cases when producing or collecting data, to meet future business needs. |

# ROLE OF THE vCDO.

The role of the Virtual Chief Data Officer (vCDO) depends on where your organisation needs its focus.

Is data a future value proposition, or about to become a strategic priority for the organisation?

Has your organisation been thinking about developing a new product using its own data, or connecting its data with someone else's to create greater value?

The vCDO can focus on strategic outcomes, directional or operational outcomes, or both.

Many organisations haven't yet realised data as an asset, don't know how to, or see it all as too hard.

Data is seen as low value, often too messy to do anything with, and increasingly risky with the rise of consumer rights and decisions made without reliable insights and good data.

Because of this, a full-time position to focus on it is hard to justify.

With a flexible vCDO appointment, you get executive and operational experience at a fraction of the cost, without adding to your headcount.

**Choose what you want, and for how long.**

# GET IN TOUCH.

Let’s go over what this could mean for you and your organisation.

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