

# CMU CDataO Program Alumni Spotlight

## Carrie Cobb

*Chief Data Officer, Blackbaud*



Carrie is an accomplished innovator and change-agent who translates multifaceted data and analytics products into successful business initiatives and consumer experiences. She has more than 20 years of experience developing data-driven solutions. As the Chief Data Officer at Blackbaud, Carrie is responsible for Blackbaud's data and AI strategy, product innovation, data science and engineering disciplines, and data governance and ethics. She chairs the Advisory Council on Methodology for the Giving USA Foundation, serves on the Governmental Affairs Committee for The Nonprofit Alliance, and is a member of the Advisory Council for Fundraising.AI.

### 1 Would you please describe the importance of developing and executing a data strategy roadmap aligned to the needs of the business?

*"Developing and executing a data strategy roadmap aligned to corporate goals is essential for leveraging data as a strategic asset to drive sustainable growth and innovation. It enables an organization to adapt to evolving market conditions, adopt new technologies, and ensure competitive advantage and agility."*

### 2 How important is a data-focused culture in driving digital transformation in an organization?

*"Data and AI are reshaping the enablement of innovation and new revenue streams across the global economy. Soon data will become a product for nearly every organization, and AI will form the core of every organization's business model. By fostering a culture that values data quality, accessibility, and transparency, organizations can break down silos, encourage collaboration, and drive innovation."*

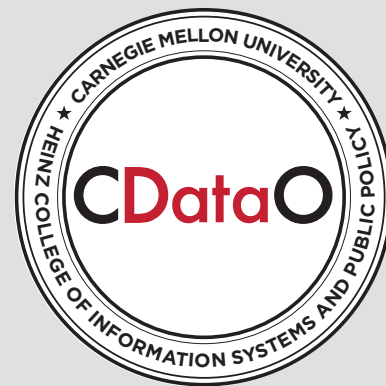
### 3 Overall, would you please describe your experience with the CMU CDataO Program and how it helped your career?

*"I am incredibly grateful for the CDataO Program. The curriculum, faculty, staff, and coaches are top-notch. But it's the alumni network cultivated that sets it apart. We have a community of practitioners available to share knowledge, expertise, and experiences as we all navigate this new technology frontier."*

## CHIEF DATA OFFICER CERTIFICATE PROGRAM

To learn more about the CMU CDataO Program and to apply, please visit:

[www.heinz.cmu.edu/cdatao](http://www.heinz.cmu.edu/cdatao)



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