



Twin Cities ARMA Chapter

Tuesday, September 8, 2020

12:00-1:00 (CST)

WEBINAR

Mining For Gold

Guest Speaker: Andrew Ysasi

Putting a value on your data that can help generate revenue and even place the value of the data on financial statements. The audience will learn how organizations monetized their data, and some of his favorite formulas and methods to help you put a value on your data. *Infonomics*, authored by Doug Laney, inspired this presentation.

We look forward to seeing you at this meeting and welcome and encourage you to share this event with others.

Andrew Ysasi



Andrew Ysasi (EE-SA-SEE), MS, FIP, FIIM, CIPM, CIPP, CISM, PMP, CRM, IGP, CIP has worked in information management since 2007. As Vice President of Advocacy for VRC, Andrew is tasked with mentoring, educating, volunteering, and advocating for all matters related to information governance (IG). Andrew is the President of IG GURU®, an IG news organization and a resume expert with Admovo® where his work is published on CIO.com. Andrew is a frequent guest on the Inside the Records Room podcast, a contributor to ARMA's IGBOK, a contributor to Wiley's Information Governance 2nd Edition, a former Regent for the ICRM, a former board member for i-SIGMA, and a former adjunct professor at Davenport University. Andrew has a bachelor's degree in information technology and holds a Master of Science in Administration from Central Michigan University.