



Aaron Crews



Twin Cities ARMA Chapter

Tuesday, December 8, 2020

12:00-1:00 (CST)

WEBINAR

Draining the Data Lake and Building the Data Trust

Guest Speaker: **Aaron Crews, Chief
Data Analytics Officer, Littler
Mendelson P.C.**

While data minimization is considered fundamental to effective information governance, data privacy, and security, the potential of data analytics and artificial intelligence may create incentives for organizations to keep all sorts of data for research and development purposes, long after that data is no longer needed to meet business and legal obligations. Many organizations have established “data lakes,” which are large repositories of data from a variety of sources and in a variety of formats, for the purpose of performing analytics and developing AI applications. These data repositories are seldom incorporated into the overall information governance program and may not even be known to IG management. As such, they present several potential risks to the organization and become “data swamps,” unless they are effectively managed as an asset. This session will explain how these repositories can be structured and governed to maximize asset value while minimizing legal and security risk.

As Littler's first chief data analytics officer, Aaron D. Crews brings an extensive background focused on the intersection of technology, business and the law. Aaron manages the operations of Littler's data analytics practice and leads the development and implementation of technology based solutions that provide value to the firm and its clients. He also uses data analytics tools to facilitate process improvements and efficiencies and assist in protocols for the secure handling of data. He also has extensive experience conducting pay equity audits for all types of employers, from start-ups to Fortune 50 companies, and helped develop the Littler Pay Equity Assessment™, including counseling employers on a broad range of state and federal issues related to pay equity, from compliance, to updating policies and job descriptions, to training managers and recruiters, and more. Aaron previously served as one of the firm's e-discovery counsel. In that capacity, he assisted with developing strategies for efficient and effective data harvesting, review and production, and implementing cost-shifting and cost-reduction strategies..