



# Quarterly Newsletter

February 2025 | DAMA Edmonton E-Newsletter

## *Announcement*

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Hello, and welcome to the February edition of the DAMA Edmonton e-newsletter. We are so happy to have you as part of our data community. We at DAMA Edmonton hope you had a fantastic holiday season and are energized heading into the fall! In this issue, we will share with you some of the hottest topics and trends in the data world, as well as some exciting news and updates from our chapter. We hope you enjoy reading this e-newsletter and find it useful and informative.

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Happy New Year and welcome to 2025! On behalf of DAMA Edmonton, I'd like to extend my gratitude to our members, sponsors, and supporters for their continued commitment to advancing data management excellence. Last year's annual conference was a resounding success —endorsed by the Premier and Mayor, drawing over 200 attendees, and receiving a 90% satisfaction rate. With notable speakers like Bill Inmon and David Marco, we reinforced our position as a leading voice in data strategy. In the year ahead, we'll continue to explore areas such as the transformational impact of AI Agents, Generative AI, advances in AI and Data Governance, and other topical areas ensuring our community remains at the cutting edge of innovation.

A key component of our Chapter's activities is our regular monthly meetings, held on the last Thursday of every month from 5pm-7pm at Edmonton Unlimited, 10107 Jasper Avenue NW. These sessions provide invaluable opportunities for learning, networking, and direct engagement with thought leaders. Ken Baine, a leader in IT innovation from Edmonton Regional Innovation Network (ERIN) will kick off our speaker series on January 30th with an insightful presentation on using Generative AI to build Chatbots and Mark Nassar, Sr. Manager of Reporting and Analytics at AutoCanada, is our next speaker on February 27th, sharing insights on analytics mastery and breaking into tech. In 2025, we intend to have workshops sourced from your feedback, plus hackathons and datathons to spark creativity and real-world problem-solving.

Looking ahead, we're thrilled to announce our 11th Annual Data Management Conference, scheduled for November 12–15 at the NAIT Productivity and Innovation Centre (PIC). Building on last year's venue success and positive feedback, we'll host the main conference on November 13–14, along with workshops and CDMP, DGSP, AICP & CBIP certification exams on November 12 and 15. [We've already begun surveying members and past attendees to shape the conference theme, keynote sessions on AI-driven data strategies, and workshop topics.](#) Stay tuned for more updates—together, we'll continue advancing data management practices and fostering a culture of innovation in 2025. I look forward to seeing you at the conference and sharing this enriching experience with you.

Best wishes in the new year,

Stephen Kaiser  
President, DAMA Edmonton Chapter

Please fill out our survey to help us plan the fall conference and monthly chapter event subject presentation: [Click here to access survey](#)

# THE RISE OF GENERATIVE AI AND AGENTIC AI

## GENERATIVE AI: NEW HORIZONS

Generative AI continues to break new ground with advanced large language models capable of understanding and producing highly nuanced text. Beyond the written word, cutting-edge multi-modal models can interpret and generate images, videos, and even audio, expanding creative possibilities. In particular, innovations in image generation have captured widespread attention, enabling rapid prototyping for marketing campaigns, product launches, and design strategies.

These powerful capabilities are revolutionizing industries across the board. Content creation workflows benefit from automated draft generation and editing, while product design teams leverage AI-generated concepts that spark new innovations. Even data analysis processes are being transformed—Generative AI assists in synthesizing complex datasets, offering predictive insights and uncovering patterns that might otherwise remain hidden.

With these advancements, businesses gain the ability to accelerate idea generation, streamline operations, and extract deeper value from their data. As data professionals, staying informed about emerging AI breakthroughs is crucial for leveraging their potential responsibly and effectively. In our upcoming events and workshops, DAMA Edmonton will probe deeper into how Generative AI can reshape data management and position your organization for success in 2025 and beyond.

## AGENTIC AI: TAKING AUTOMATION A STEP FURTHER

Agentic AI refers to artificial intelligence systems designed to act autonomously, much like human agents working on specific tasks. These systems go beyond passive data processing: they can analyze situations, make decisions, and adapt their strategy over time. From helping customer service bots respond more intuitively to enabling logistics platforms to optimize shipping routes on the fly, agentic AI is opening up a world of proactive, hands-free operations.

Organizations stand to benefit from these self-directed AI agents in a host of ways, such as real-time risk assessment in finance and continuous monitoring of network security. By extending the capabilities of traditional automation, agentic AI can offload repetitive tasks from human teams, letting employees focus on higher-level decision-making and innovation. This approach not only saves time and reduces errors but also fosters a more responsive business environment—one that can adapt to changing market conditions without constant manual intervention.

However, these benefits come with their share of challenges. Ensuring transparency in AI-driven decisions, establishing robust security measures, and preventing biased outcomes are critical considerations. For businesses prepared to address these issues, agentic AI offers a powerful way to supercharge productivity and gain a competitive edge. In 2025 and beyond, DAMA Edmonton will explore how data professionals can responsibly integrate autonomous agents into workflows, paving the way for a more agile and intelligent future of data management.

## RESPONSIBLE AI, ETHICS, AND GOVERNANCE



Image source: <https://hvoeright.com/data-governance-for-generative-ai-innovate-responsibly-in-the-ai-era/>

Responsible AI is reshaping how organizations across Canada manage data, with new guidelines and proposed legislation emerging to ensure fairness, transparency, and accountability in every stage of the AI lifecycle. From the Office of the Superintendent of Financial Institutions (OSFI) guidelines on technology risk management to the newly proposed Artificial Intelligence and Data Act (AIDA) under Bill C-27, these frameworks offer a roadmap for developing and deploying technology that respects user privacy, combats algorithmic bias, and safeguards societal well-being. By aligning business objectives with these Canadian directives, companies can proactively build AI solutions that not only drive efficiency but also uphold ethical standards.

Ethical considerations lie at the heart of modern AI model development and deployment under these regulations. In addition to existing privacy laws like the Personal Information Protection and Electronic Documents Act (PIPEDA), proposed legislation such as AIDA aims to address responsible data usage and accountability.

Teams must account for potential biases in training data, evaluate real-world impacts before release, and continuously monitor performance to detect unintended consequences. By complying with both federal and industry-specific requirements, organizations can ensure their AI-driven initiatives promote equitable outcomes and respect individual rights.

Building trust among employees, customers, and regulators hinges on ongoing transparency and engagement. This involves clear documentation of AI decision-making processes, regular communication about data usage, and proactive collaboration with oversight bodies like OSFI. Organizations that invest in these strategies are better positioned to earn stakeholder confidence, reduce regulatory risks, and thrive in an increasingly data-driven Canadian market. Stay tuned for more insights from DAMA Edmonton on adopting responsible AI practices and navigating the evolving landscape of data governance in 2025 and beyond.

## ADVANCES IN DATA GOVERNANCE

Data governance has rapidly evolved to address the increasing complexity of modern data ecosystems. New standards and approaches—such as automated data lineage tracing, metadata-driven quality checks, and zero-trust security models—are helping businesses maintain cleaner, more reliable information pipelines. These advances not only enhance day-to-day operations but also streamline compliance efforts, enabling organizations to swiftly adapt to evolving regulatory environments.

In tandem with these technical strides, governance frameworks now recognize the pivotal role of AI. Transparency and accountability have become non-negotiable requirements, ensuring that automated decision-making processes are fair, auditable, and secure. Enhanced auditing capabilities, combined with stronger oversight from cross-functional data governance councils, help organizations pinpoint biases, reduce risks, and maintain ethical AI practices.

Collectively, these innovations in data governance empower businesses to drive smarter strategies, mitigate risks, and foster greater trust among customers and stakeholders. As data continues to multiply in scale and significance, adopting robust governance measures will be key to unleashing the full potential of AI-driven insights and maintaining a competitive edge. Stay tuned for more from DAMA Edmonton on how these data governance innovations can catalyze success in 2025 and beyond.

## BUILDING A MODERN DATA MANAGEMENT PRACTICE

A modern data management practice seamlessly blends cutting-edge technology with strategic foresight, ensuring that AI innovations are integrated at every level of the organization's data roadmap. As businesses move beyond traditional data silos, it's crucial to create scalable frameworks for data ingestion, processing, and analysis that incorporate AI capabilities. This forward-thinking approach not only streamlines operations but also enables predictive insights and data-driven decision-making.

To successfully adopt these practices, data leaders must invest in skill development, change management, and continuous stakeholder engagement. Cultivating data literacy across departments fosters collaboration and ensures that AI tools are used responsibly. Change management initiatives, including clear communication of benefits and phased rollouts, help teams adapt to new processes, while ongoing engagement with executives and end-users ensures alignment between business goals and data strategies.

Ultimately, a well-executed modern data management practice supports agility, innovation, and competitive advantage. By systematically weaving AI strategies into data governance, building in-house expertise, and nurturing a culture of collaboration, organizations can capitalize on the transformative power of data. Stay tuned for upcoming DAMA Edmonton events, where we'll explore practical steps to elevate your data management roadmap and harness AI's full potential in 2025 and beyond.

## CLOSING REMARKS AND HOW TO STAY INVOLVED

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Image source: <https://www.dama.org/cpages/chapters>

Thank you for reading our first newsletter of 2025! As a non-profit organization dedicated to advancing best practices in data management, DAMA Edmonton relies on the enthusiastic participation of its members. Whether you're new or a seasoned professional, there are plenty of ways to contribute. Join us at our monthly Chapter meetings, share upcoming events with your colleagues, and consider volunteering to help organize workshops or provide logistical support. Your expertise and passion are what keep our community vibrant and growing.

We meet on **the last Thursday of every month** from 5:00 p.m. to 7:00 p.m., at **Edmonton Unlimited**. Specific meeting locations can be found in our monthly announcements or on our website at [www.dama-edmonton.org](http://www.dama-edmonton.org). Registration is available through the [DAMA Edmonton website](#). These gatherings are excellent opportunities to network, learn from thought leaders in the field, and shape the future of data management in Edmonton.

Lastly, don't miss our **11th Annual DAMA Edmonton Data Management Conference from November 13–14, 2025**, at the NAIT Productivity and Innovation Centre—plus workshops on November 12 and 15, and certification exams for **CDMP, DGSP, AICP, & CBIP** on November 15. This event offers invaluable insights into emerging trends and solutions, and we encourage you to register early. Your presence and engagement are key to making our Chapter a continued success in 2025 and beyond!