



DAMA DMBOK and CDMP

PIYP event
Hogeschool Utrecht

2025-11-20

Data
Management
Profession
and
Certification

- Mentor and Trainer Mastering Data
- President DAMA Netherlands
- Vice President Marketing DAMA International
- Member of DAMA DMBOK3 Editorial Board

Ronald helps organisations stop guessing with data and start managing it. He is Vice President Marketing and DMBOK 3.0 editorial board member at DAMA International, and President of DAMA NL – which basically means that when people worldwide argue about data management, he's often in the middle helping them agree on a good framework.

As a trainer, mentor and co-founder of Mastering Data Academy, Ronald has spent decades helping CDOs, data stewards and other brave souls turn vague “data ambitions” into concrete practices, roadmaps and exams passed.

Previously, he worked as data architect and advisor for organisations in almost all sectors and various public-sector bodies.

He is a frequent speaker on data management, digital ethics and AI, and firmly believes that “data is people’s work” – and that a good data model can absolutely make your day.

<https://www.linkedin.com/in/ronaldbaan/>



Who is Ronald?





Professional roles

Connected Data Group & Connected Data Academy:
founder, trainer and ambassador

DAMA Netherlands: board member

University of Applied Sciences Utrecht: instructor
Applied AI

Expertise

Data Governance and Data Management

Artificial Intelligence

Data Virtualization

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“Data Governance and Data Management are the cornerstones of Artificial Intelligence”



This short session will help you:

1. Understand what DAMA CDMP is and why it is important?
2. How to best prepare for the DAMA CDMP Exam?
3. What comes after DAMA CDMP Fundamentals?



Goals for this Session





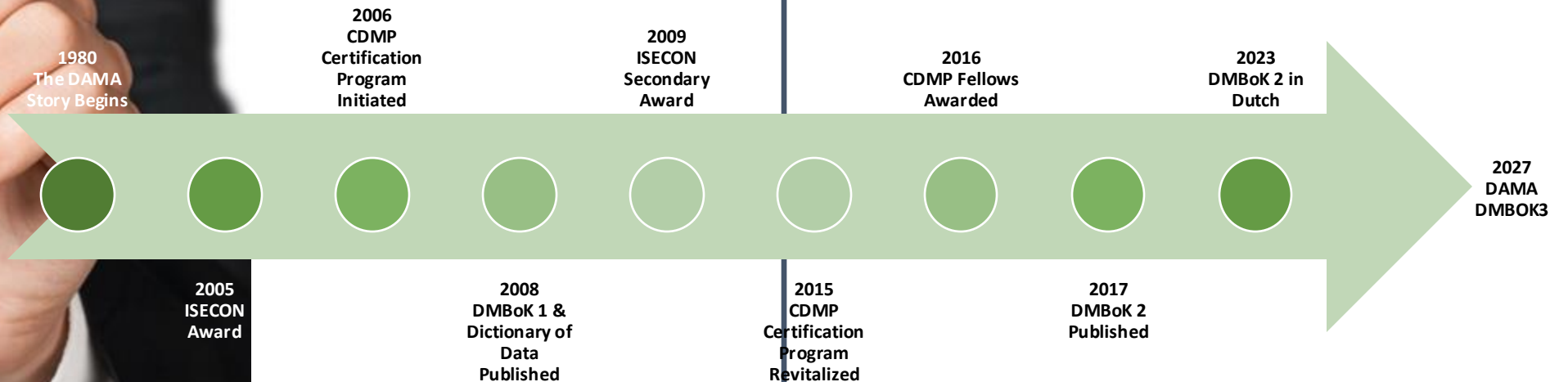
Introduction

DAMA, the Organization





DAMA Accomplishments



- ✓ Hardware, Software and ... Data!
- ✓ Share best practices
- ✓ Get very serious!

MISSION

DAMA is a not-for-profit, vendor-independent, global association of technical and business professionals dedicated to advancing the concepts and practices of information and data management.

VISION

DAMA's vision is to be an essential resource to those who engage in information and data management.

PURPOSE

DAMA's primary purpose is to promote the understanding, development and practice of managing data and information as key enterprise assets to support the organization.

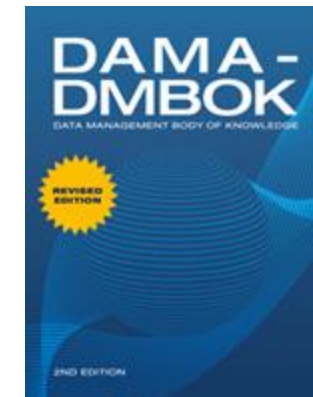
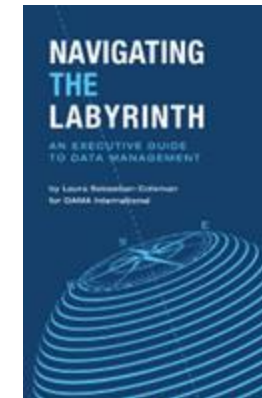


DAMA International

1. DAMA International
2. Books
 - Data Management Body of Knowledge (DMBoK2)
 - Navigating the Labyrinth
 - Dictionary of Terms
3. CDMP certification
4. DMBoK Reference Framework
“The DAMA Wheel”
5. Our community
Local and International



**DAMA Organization,
Books and more...**



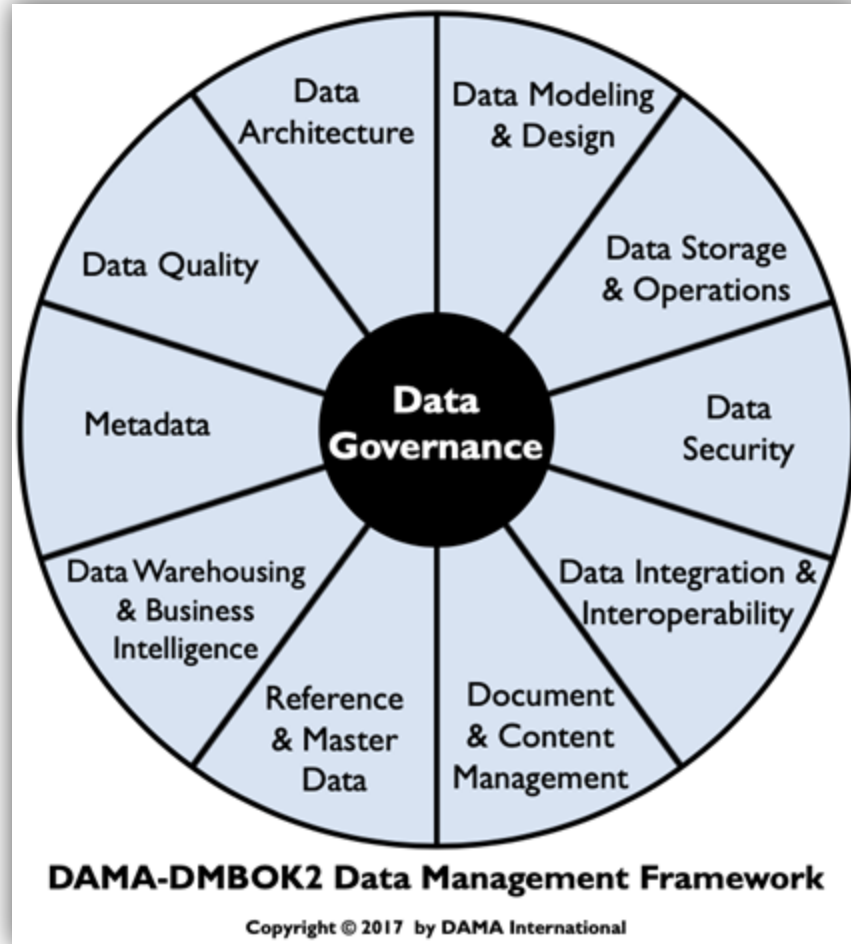


DAMA Chapters World-wide



- ☑ DAMA has around 80 chapters in 50 countries and growing

Why DAMA DMBOK?



✓ A crucial part of our mission!

- ✓ It is a complete overview of the field of data management
- ✓ It is a common language for everyone to use
- ✓ It contains building blocks for you to use
- ✓ Expert knowledge is readily and widely available, at low cost as books, training, network and advice
- ✓ DAMA DMBOK is the most widely used data management framework worldwide
- ✓ DAMA DMBOK is generally applicable and not specific for any industry or nationality and even very diverse markets and government organizations can share experiences

1. Effective data management requires leadership commitment

2. Data is valuable

- Data is an asset with unique properties
- The value of data can and should be expressed in economic terms

3. Data Management Requirements are Business Requirements

- Managing data means managing the quality of data
- It takes Metadata to manage data
- It takes planning to manage data
- Data management requirements must drive Information Technology decisions

4. Data Management depends on diverse skills

- Data management is cross-functional
- Data management requires an enterprise perspective
- Data management must account for a range of perspectives

5. Data Management is lifecycle management

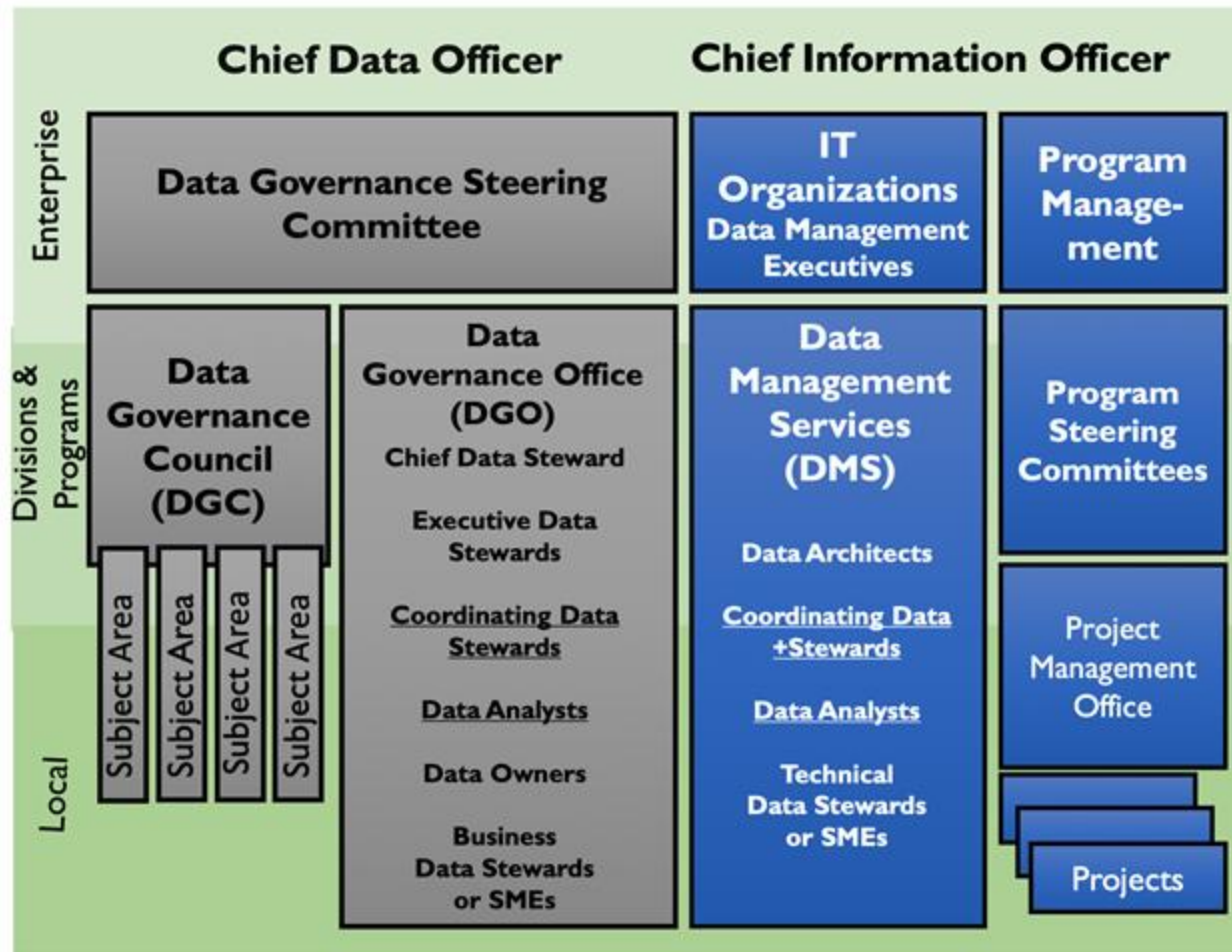
- Different types of data have different lifecycle characteristics
- Managing data includes managing the risks associated with data



Data Management Principles

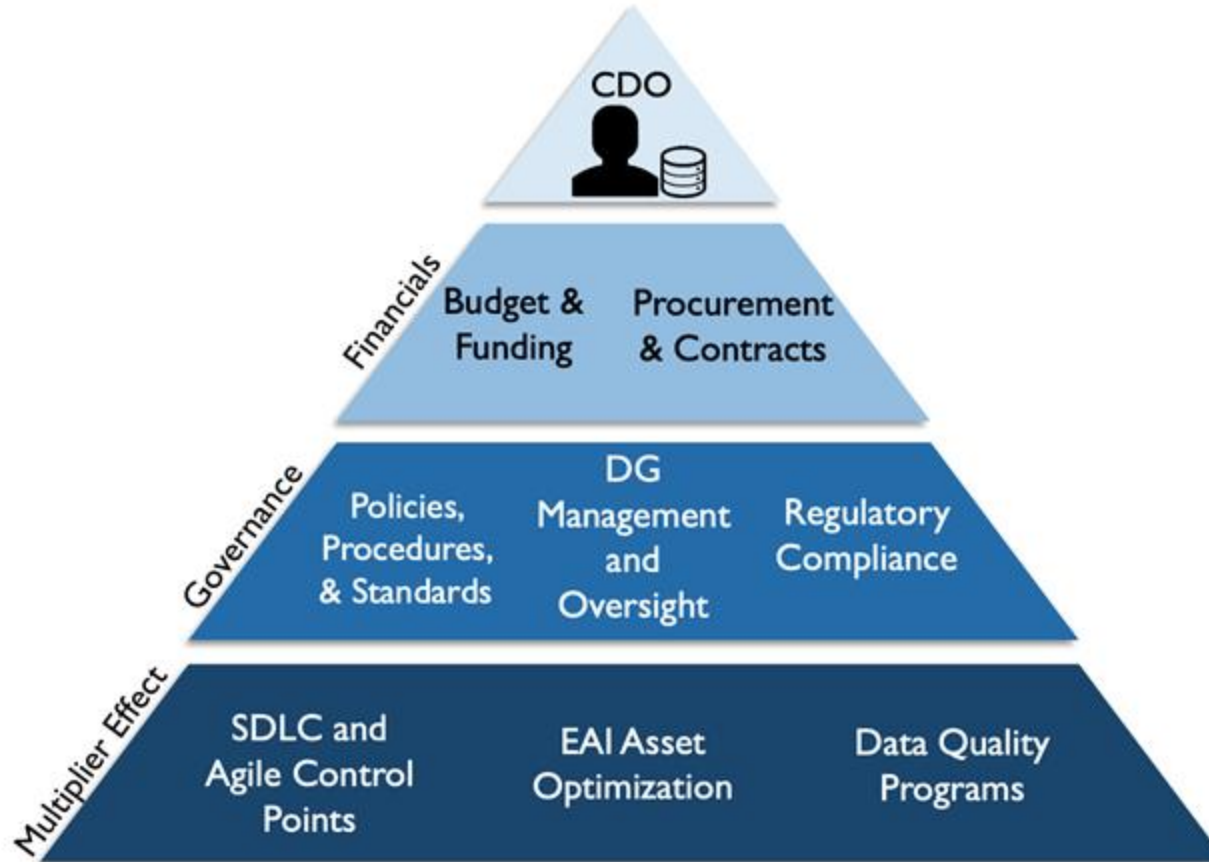
- ☑ Data management is complex, but ...

Organization



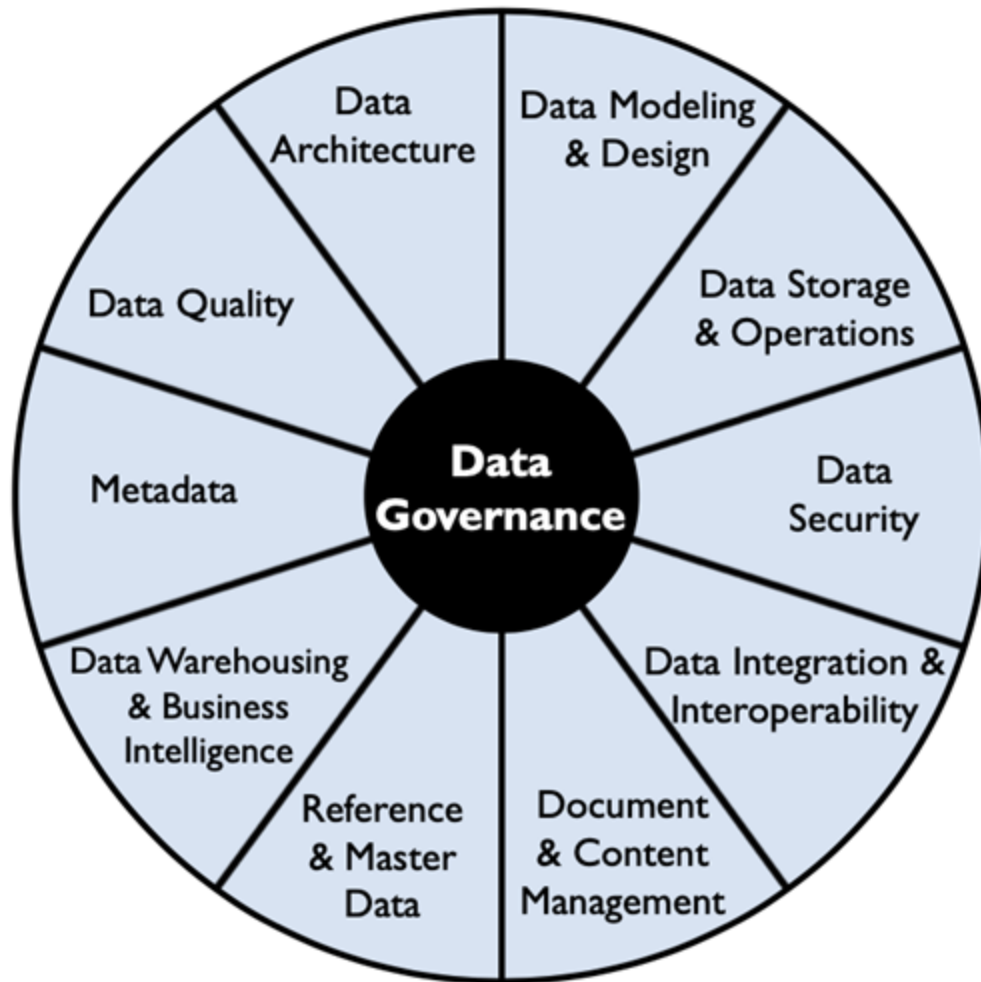
☑ DAMA DMBOK talks about Organization

Organization



- ☑ The Touch Points of the Data Management Organization (DMO)

The DAMA Wheel

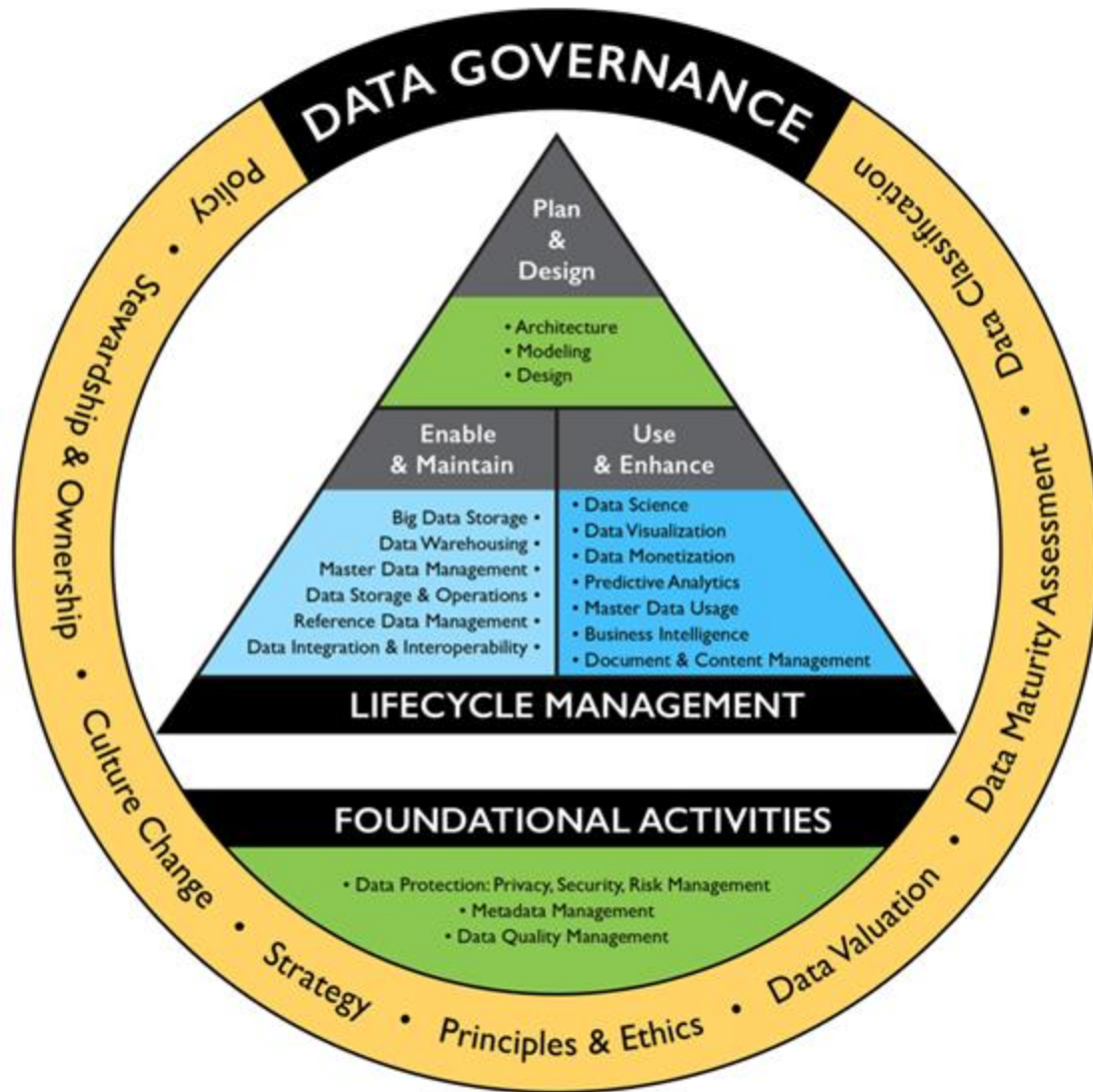


DAMA-DMBOK2 Data Management Framework

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- ☑ A common and shared way to approach Data Management
- ☑ Seeing the world from the Data Management perspective
- ☑ Is there more?

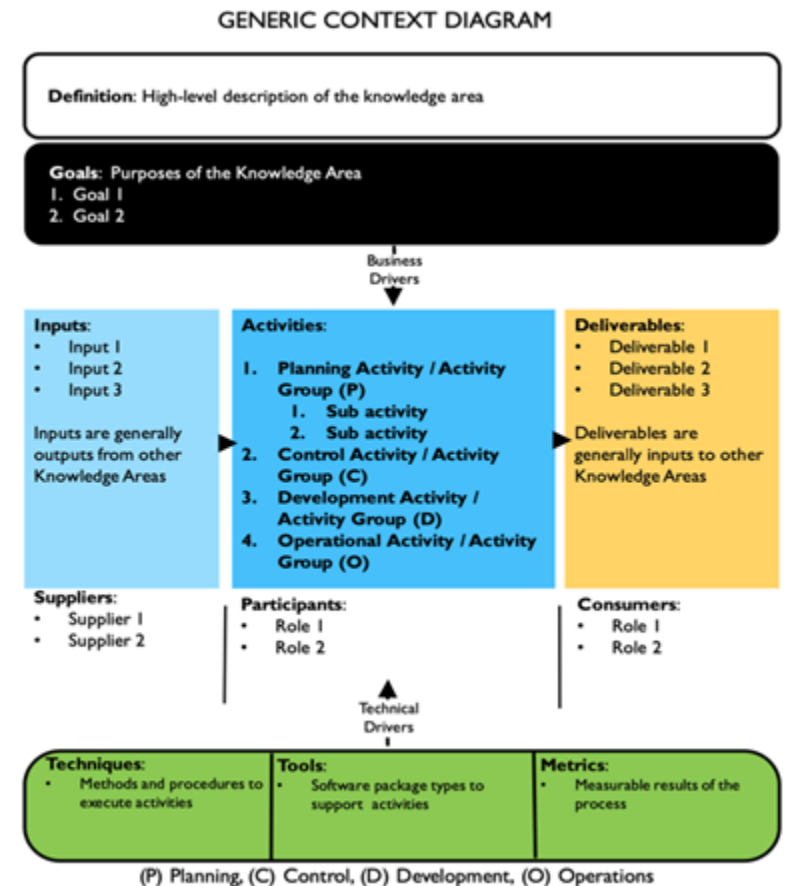
Data Lifecycle



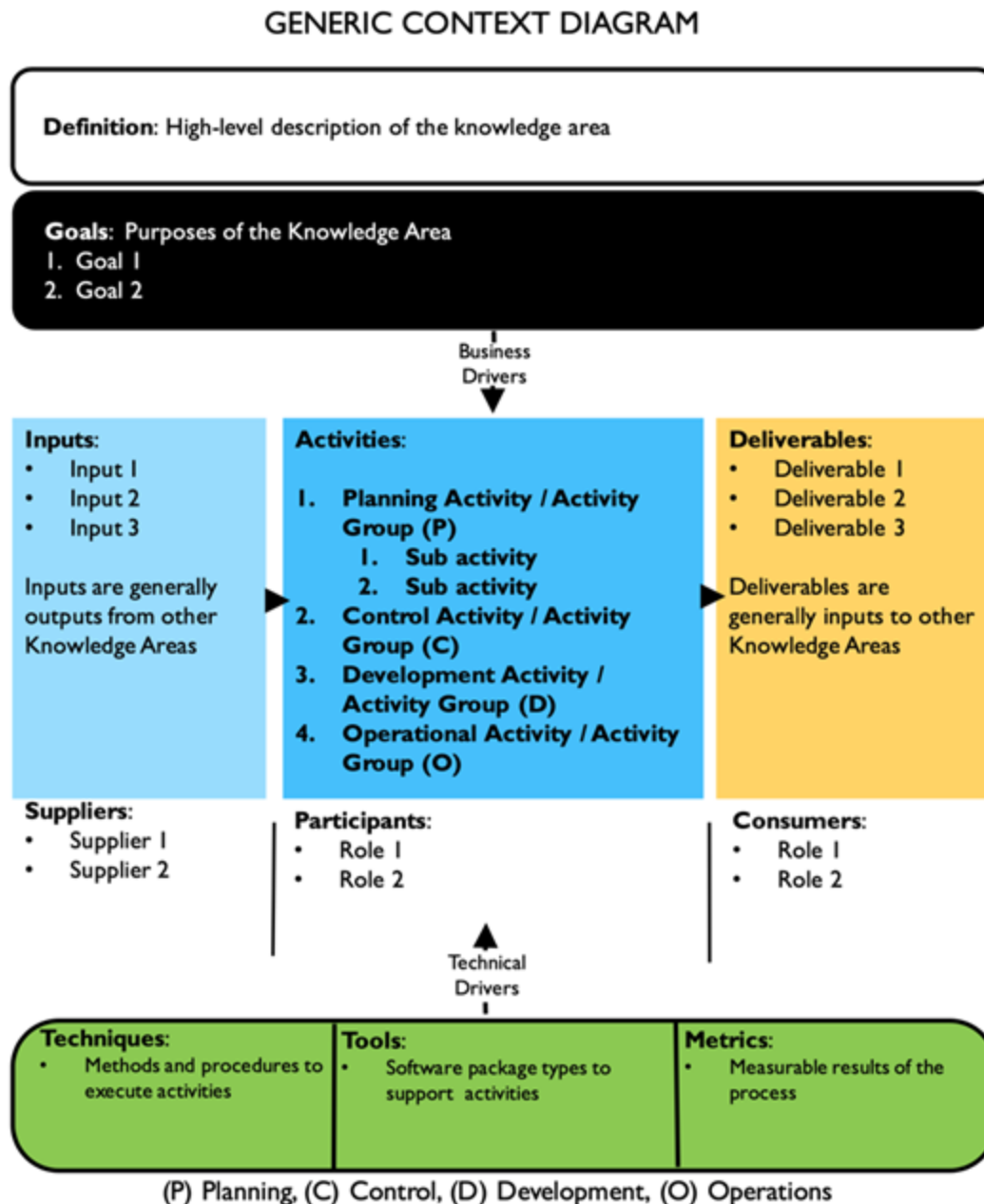
- ☑ Data Governance
- ☑ Life Cycle Management
- ☑ Foundational Activities



Environmental Factors Hexagon and the Context Diagram



DMBoK Context Diagram



An overview of:

- ☑ Definition
- ☑ Goals
- ☑ Business Drivers
- ☑ Inputs, Activities (PCDO), Deliverables
- ☑ Suppliers, Participants, Consumers
- ☑ Technical Drivers
- ☑ Techniques, Tools, Metrics



CDMP and CDMP Exam



For Individuals:

- Professional Development **Milestones**
- Continuous Professional **Growth**
- Internationally Recognized Measurement of **Accomplishment**
- Greater credibility and recognition in the **workplace** and **marketplace**

For Organizations:

- A benchmark for **assessing** Data Management practices
- Increased **trust** in your Data Management team
- **Demonstration of commitment** to quality standards
- Raise **awareness** of the importance of Data Management disciplines to the organization



The Value of CDMP

It means someone knows enough
about all aspects of data
management to ask the right
questions!

- ☑ For personal development
- ☑ When looking for professionals, the CDMP Certification is of enormous value

CDMP Fundamentals and Specialist Exams



Data Management
Fundamentals



Data Governance



Data Integration &
Interoperability



Data Warehousing and
Business Intelligence



Metadata



Data Quality



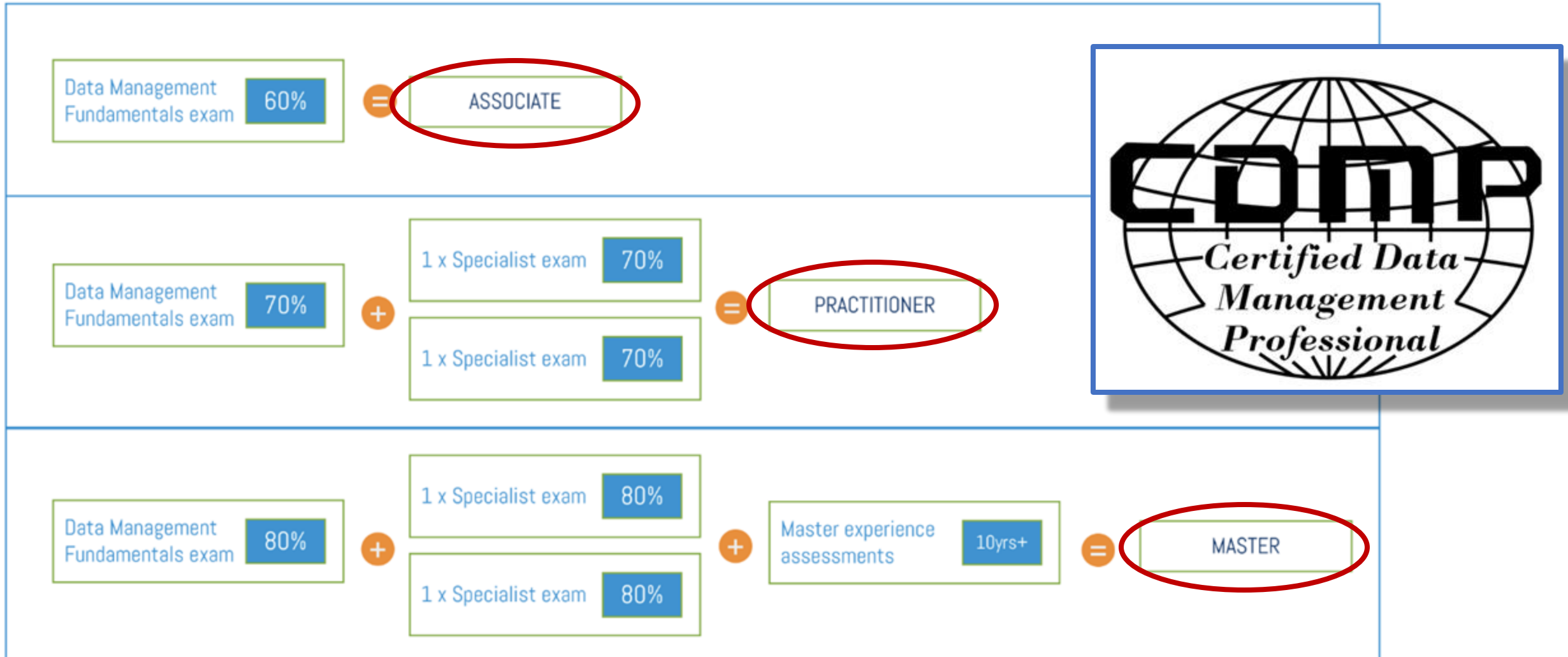
Reference and Master Data
Management



Data Modelling and Design



DAMA CDMP Pathway



1. Data Governance
2. Data Integration and Interoperability
3. Data Warehousing and Business Intelligence
4. Metadata
5. Data Quality
6. Reference and Master Data
7. Data Modeling and Design

Fundamentals Exam estimates:

- 80% in the book
- 20% own experience

Specialist Exams estimates:

- 60% in the book
- 40% own experience



CDMP Specialist Exams



How to best prepare for the DAMA CDMP specialist exams:

- ✓ Get experience
- ✓ Read up on the topic
- ✓ Use reading list in each chapter

Focus of CDMP Fundamentals Exam

100 Questions total



Knowledge Area	Questions	Knowledge Area	Questions
Data Management Process	2	Big Data	2
Data Architecture	6	Document and Content Management	6
Data Ethics	2	Data Governance	11
Data Integration and Interoperability	6	Master and Reference Data Management	10
Data Modeling and Design	11	Data Quality	11
Data Security	6	Data Storage and Operations	6
Data Warehousing and Business Intelligence	10	Metadata Management	11

Question per Knowledge Area

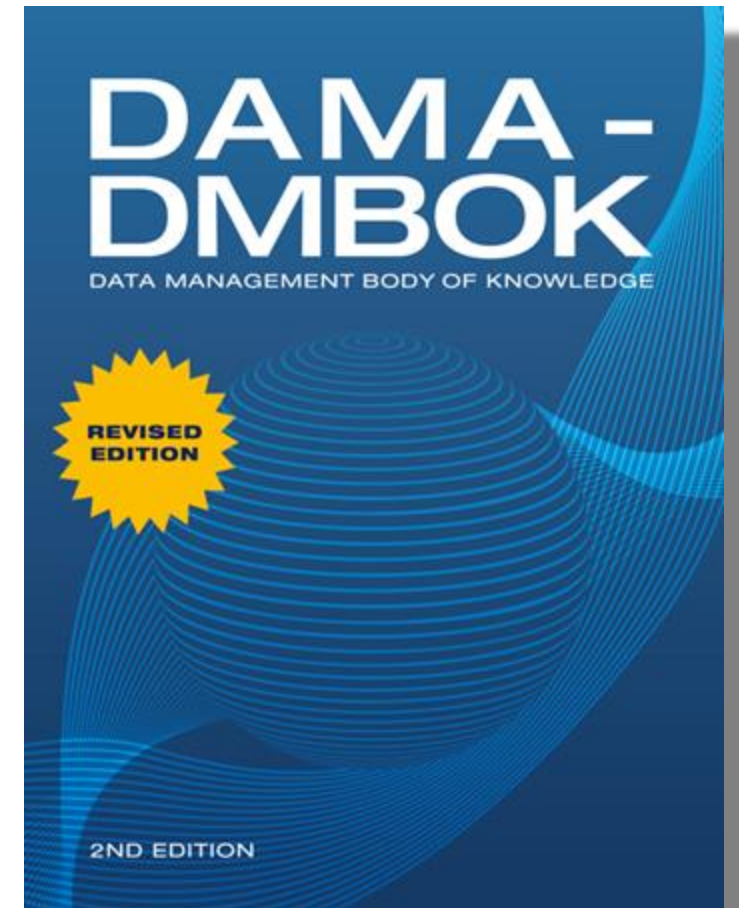


- ✓ More questions means the chance to get more answers right 😊
- ✓ More questions means these are harder subjects 😞
- ✓ Use it as a study guide, but make sure you get to all relevant chapters

1. **Online Proctored Exam or Classroom Proctored;**
2. Laptop with Chrome and installed Honorlock plugin, use of webcam and microphone. This can all be tested before.
3. Have a photo ID and be prepared to show your room.
4. **Open Book:** Use the PDF or paper book (but not both!);
5. When using the **PDF**, have a **separate device** (not phone) for the exam and for the PDF;
6. ESL participants may use **browser translation** software and approved English to native language dictionaries;
7. Participants may use **online dictionaries** to understand terminology in exam questions;



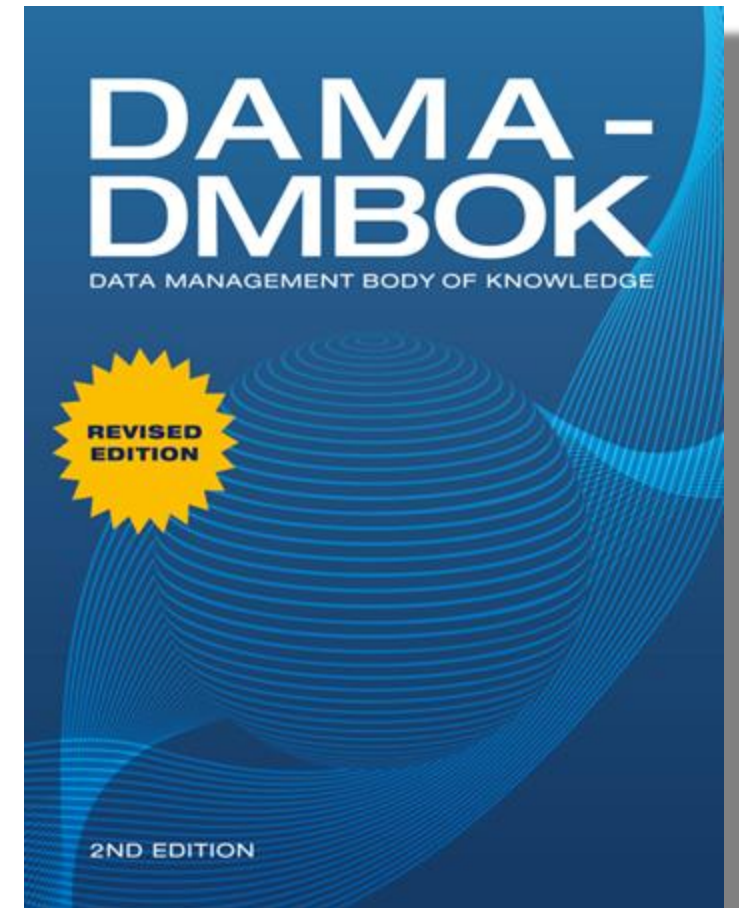
DAMA CDMP Exam



1. You will have 90 minutes (plus 20 minutes when doing the **ESL – English as a Secondary Language**);
2. You can **make an index** of the chapters for quick access;
3. When in doubt, **always give an answer**, but mark the question so you can come back and spent more time on it;
4. Out of 100 questions:
 - 60% is at Associate level
 - 20% is at Practitioner level
 - 20% is at Master level
5. You will get your score immediately after submitting the exam and your badge soon after;
6. Check this page for details on the CDMP what is allowed:
<https://cdmp.info/academic-integrity-policy/>
7. In the <https://cdmp.brightspace.com/> exam portal you can also find the important **do and don't do** things



DAMA CDMP Exam



- Preferably use the DAMA DMBok Revised 2nd Edition
- Most chapters have some corrections, changes for consistency and style, but nothing very different
- Chapter 13 Data Quality has significant changes compared to DAMA DMBok 2nd Edition

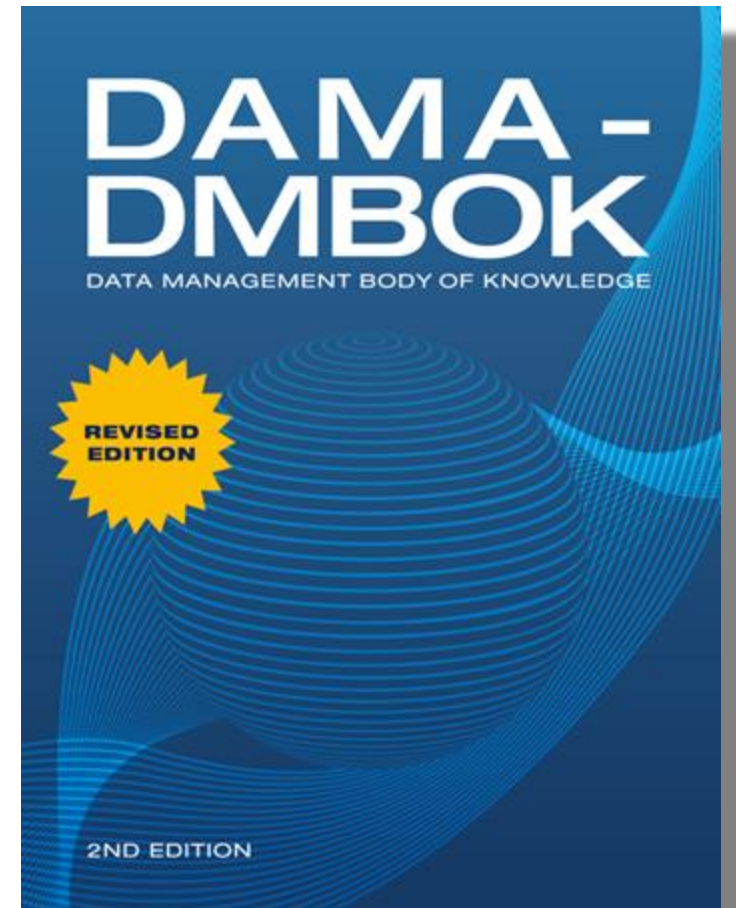
Ethically and Legally: We kindly ask everyone to purchase their own copy of the PDF when needed, rather than using shared or downloaded versions.

As DAMA is a volunteer organization, book sales are an essential part of our income that supports our great work.

Thanks so much for understanding! 😊



DAMA DMBok Revised 2nd Edition



Take the Practice Exam

DMF PRA

0:35:42 remaining

×

Page 1:

1

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Page 1 of 8

Question 1 (1 point)

A Data Quality Service Level Agreement (SLA) would normally include which of these?

- ☐ A Business Case for data improvement
- ☐ Detailed technical specifications for data transfer
- ☐ An enterprise data model
- ☐ Respective roles & responsibilities for data quality
- ☐ A breakdown of the costs of data quality improvement

Question 2 (1 point)

Which of the following is NOT a stage in the Shewhart / Deming Cycle that drives the data quality improvement lifecycle:

- ☐ Do
- ☐ Plan
- ☐ Investigate
- ☐ Check
- ☐ Act

Question 3 (1 point)

"The Data Quality Management cycle has four stages. Three are Plan, Monitor & Act. What is the fourth stage?"

- ☐ Improve

- ✓ The practice exam is a timed exam, you will get 36 minutes to answer 40 questions
- ✓ The style of questions is similar to the real exam
- ✓ After submitting the practice exam, you will get your score and the correct answers, so you can learn from your answers
- ✓ A great way to get acquainted with the questioning type

There are a few types of questions:

- Right - Wrong
- Better than the rest

Possible strategies:

- Eliminate the obvious wrong answers
- Most times 2 are left over
- Watch the 'NOT' operator!
- What is the ask? That should be in the answer!
- Spot the 'IT' role, not leading in DM, not owning data, you will recognize them easily
- A pattern, but be careful: long answers might be the correct ones (see it as an indicator, but don't fully rely on it and I have not really told you this...)



Exam Questions

- ☒ Have a strategy for answering the questions



Suggested Credentials

My credentials

Ronald Baan

RB

Ronald Baan

6 Credentials | 1 Issuer

SHARE YOUR WALLET

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EARNED OTHER CREDENTIALS?

Add Credential

Wallet

Transcript



Data Management Fundamentals Badge

22 December 2022

DAMA CDMP Certification

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Privacy



CDMP Certification - Associate

23 December 2022

DAMA CDMP Certification

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Language: English (UK) ▾

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After the Exam
your Badge and Certificate!

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- 60% is the minimum to pass for a certification, what if you got less?
- 70% and 80% are the marks for **associate** and **master**, what if you got less?
- you take your path when doing the exam, what if you are dyslexic or have other **challenges**?



Detours or personal challenges

- ☑ Retake of an exam
- ☑ Communicate your needs

1. Q&A every week – day before send questions
2. Facilities for the exam – send you info closer to the date
3. Any other help, let us know



How is DAMA NL helping?

A screenshot of a web-based exam interface titled 'DMF PRA'. The interface shows a progress bar at the top right indicating '0:35:42 remaining'. On the left side, there is a vertical list of question numbers from 1 to 23, grouped by page (Page 1: 1-3, Page 2: 4-6, Page 3: 7-9, Page 4: 10-12, Page 5: 13-15, Page 6: 16-18, Page 7: 19-21, Page 8: 22-23). The main content area displays 'Question 1 (1 point)' with the text 'A Data Quality Service Level Agreement (SLA) would normally include which of these?'. Below the question are four radio button options: 'A Business Case for data improvement', 'Detailed technical specifications for data transfer', 'An enterprise data model', and 'Respective roles & responsibilities for data quality'. The next question, 'Question 2 (1 point)', asks 'Which of the following is NOT a stage in the Shewhart / Deming Cycle that drives the data quality improvement lifecycle?' and lists four radio button options: 'Do', 'Plan', 'Investigate', and 'Check'. The third question, 'Question 3 (1 point)', asks 'The Data Quality Management cycle has four stages. Three are Plan, Monitor & Act. What is the fourth stage?' and has one radio button option: 'Improve'.

Let's stay in contact!

New DMBOK, New Certifications



- Project website
 - People
 - Approach
 - Time lines
 - Town halls
 - Surveys
 - Newsletters
 - Join the effort!



Shaping the Future of Data Management

Welcome to the DAMA-DMBOK® 3.0 Project—the next evolution of the Data Management Body of Knowledge. As the data landscape rapidly evolves, so must the framework that defines industry best practices.

1. Data Professionals

- The profession of data management for CDO, Data Architect, BI Developer, IT Manager, Data Steward, etc.

2. Leadership

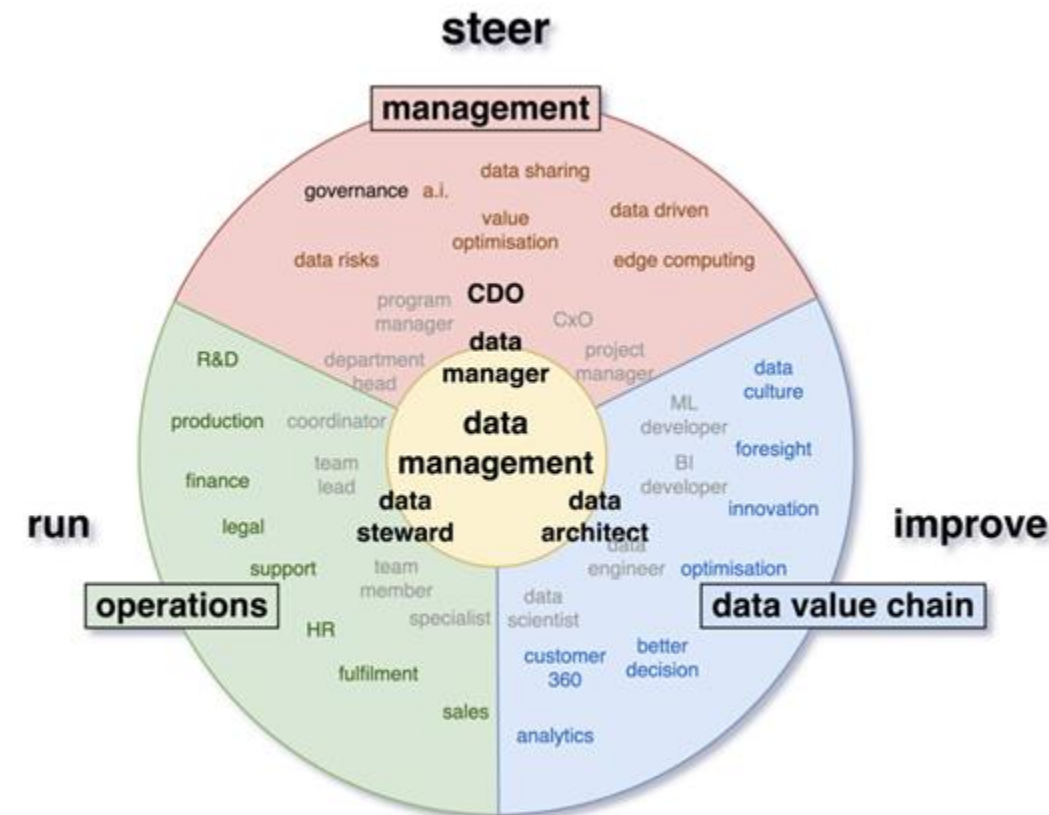
- C Suite, CDO and more

3. Business

- Users that directly use data, users that need data



Scope (potentially)



Disclaimer: Ronald's attempt to explain his enthusiasm, but not decided by DAMA

- Core Data Management in Print and Online

- Hooks to

- Data Usage
- Leadership
- Business

- Online

- Much more content
- Continuous updates
- Easy feedback

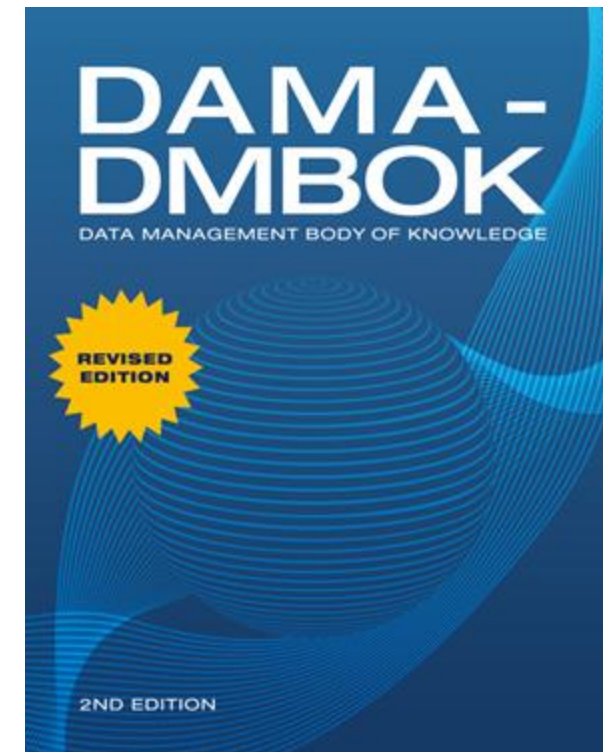
- Community

- Discussions
- Collaborations
- User Generated Content?

Disclaimer: Ronald's attempt to explain his enthusiasm, but not decided by DAMA



Print and Online



- Writing Standards (the requirements for the Data Management Profession)
- More diverse, more objective, and updated
- Options that are being discussed are certifications for data roles and functions, for leadership and business. Not clear what we can and will do when, it is early days.
- We have a new Certification Council that is working on that!



Certification and CDMP



Disclaimer: Ronald's attempt to explain his enthusiasm, but not decided by DAMA

- 2027-07 is the target date for DMBOK3
- Then we will get translations
- Parallel we will have the new certification
- There may be some differences, it may be more objective, more balanced, more up-to-date, but the world does not suddenly change



Wait for DMBOK3 and New CDMP?



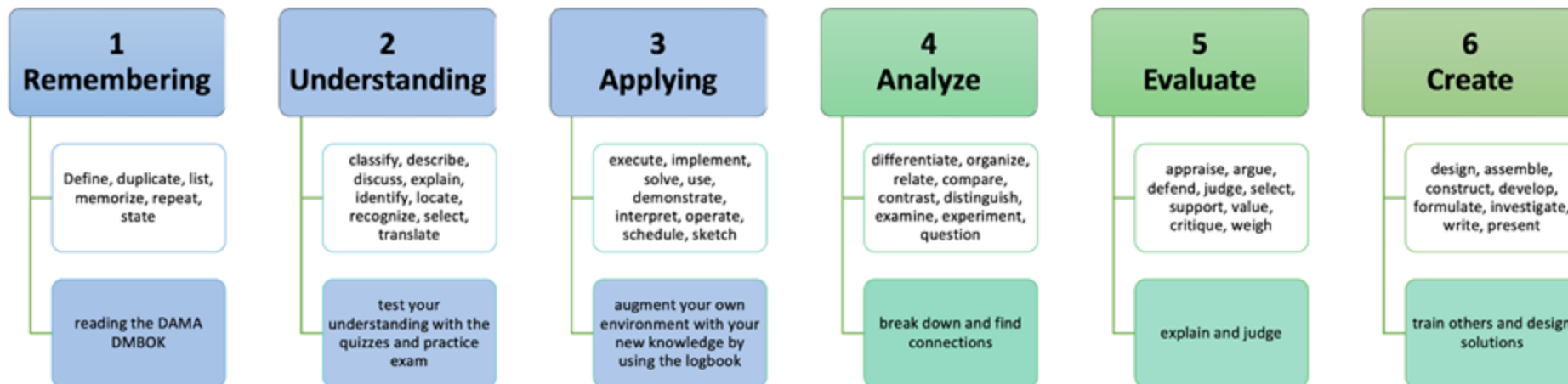
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CDMP?

Just do it!



- Buy the Exam
- Prepare well: Read the DMBok
- Use the Practice Exam
- Do a training or join a study group
- Reflect on current practices in your work
- Good luck with the Exam!
- Let us know! -> #cdmp



Bloom's Taxonomy for categorizing educational goals