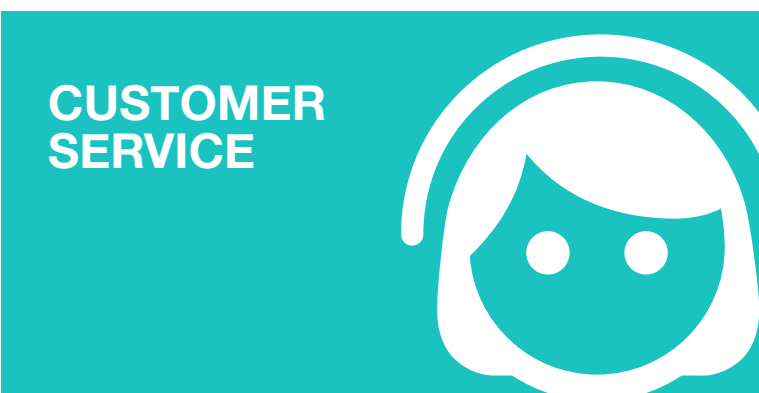


Who's in charge of your company's data?

Traditionally, **“big data”** has been managed by an organization's IT department. However, in today's modern business world, companies are quickly embracing the need to tend to and care for their data across the organization. With that in mind, it begs the question: WHO is managing and caring for corporate data these days?

We combed through our 42 million B2B contact database to find out which job functions contained “data” in their title. It might surprise you that while IT data-driven titles leads the pack – with almost 4 million contacts alone – over 38.2 million contacts fall outside of the IT domain spanning multiple disciplines.

Here's how they stack up:



And here are the top industries where data is top of mind:

