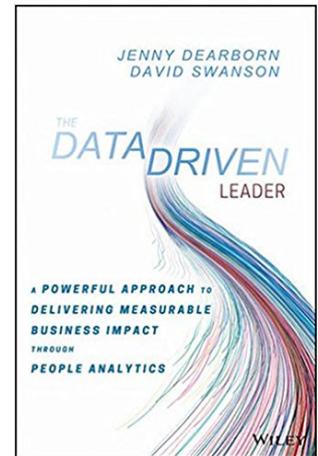


HARNESSING PEOPLE DATA SOLVES BUSINESS CHALLENGES IN *THE DATA DRIVEN LEADER*

*New book from Silicon Valley leader Jenny Dearborn
Hits shelves November 6, 2017*

PALO ALTO, CA (21 August 2017) - Big data isn't just a buzz phrase for Silicon Valley leader **Jenny Dearborn**—she argues it's the most effective tool that every business leader can and should be utilizing. A pioneer of the data analytics revolution, Dearborn is author of *Data Driven* (March 2015), which shot to #1 for new business releases on Amazon. Employing the same relatable style, Dearborn follows up with *The Data Driven Leader* (November 2017), a clear, eminently readable step-by-step guide to solving leadership challenges through data-analytics. Dearborn, who serves as Senior Vice President and Chief Learning Officer at SAP, the world's largest business to business software company, knows how data analytics can be used to boost company productivity. She has created this engaging sequel to show modern business leaders how to formulate metrics-based, future-focused business strategies.



Most organizations capture and report data, but data is useless without analysis that leads to action. *The Data Driven Leader* shows how to harness this tremendous asset. In her new book,



Dearborn picks up where *Data Driven* left off, following a successful sales executive who, after leading an analytics-driven turnaround, faces a new challenge as chief human resources officer. Each chapter features insightful commentary and practical notes on the points raised by the story, teaching readers how to put analytics into action to solve problems and propel business forward. This book reflects the growing trend of CEOs choosing analytics-minded business leaders, at a time when workplaces everywhere face game-changing forces including automation, robotics and

artificial intelligence. Dearborn astutely explains why it is urgent that corporate leaders embrace analytics, in order to remain professionally relevant and help their organizations successfully navigate this digital transformation.

Accountable for the talent development strategy through learning execution for SAP's nearly 90,000 employees worldwide (from college hires to executive succession), Dearborn is a thought leader in human capital management and business culture. She is one of the pioneers of the revolution in using data to harness employee strengths and predict success in sales. She has also worked at Hewlett Packard and collaborated with dozens of other firms to revitalize employee

performance in even the tightest markets. These experiences, along with over 100 interviews with top global leaders, formed the foundation for her books.



Dearborn has been recognized as one of the *50 Most Powerful Women in Technology* in 2014, 2015, and 2016 by the National Diversity Council, and was the recipient of the Silicon Valley Women of Influence Award 2014, and the Silicon Valley Tribute to Women in Industry Award 2013. Through the Fortune Most Powerful Women Network, she has been a mentor for the US State Department to female entrepreneurs in developing countries. She was invited to The White House in fall 2015, where she was asked to present to the Council of Economic Advisers and the Council on Women and Girls on how to increase female access to STEM and business careers. Dearborn holds degrees from UC Berkeley, San Jose State, and Stanford University, and resides in Palo Alto with her husband, real estate developer John Tarlton, and their four children.

[The Data Driven Leader: A Powerful Approach to Leading with Analytics, Driving Decisions, and Delivering Breakthrough Business Results](#) (ISBN: 978-1-119-38220-1, November 2017) is available for pre-order on Amazon.com and will be published in November. More information can be found at: www.jennydearborn.com.

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