Establishing Governance for Taxonomy and Metadata: Trade-Offs and Decisions

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- Manager, Data Taxonomy & Governance at The Clorox Company, a multinational manufacturer and marketer of consumer and professional products based in Oakland, California
- Over ten years’ experience in taxonomy, search, and content and records management
- Currently responsible for taxonomy development and management in the Marketing and Analytics departments
- Working to implement knowledge management, auto-categorization, search, text analytics, and digital asset and content management

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What Is Governance?

- Google Image Search defines Governance as “a cult of multi-colored, faceless individuals who gather in circles to worship puzzle pieces”. *

If that’s true…

- It might be more like this
Compromise

- In taxonomy work, you might feel the need to compromise the taxonomy build and governance.
- Each group will see itself as completely unique and special.
- It is important to stick to taxonomy best practices while being able to compromise.
With Scale Comes Compromise

Taxonomy
Governance

Business
Functions
Trade-Offs and Decisions
What We’ll Talk About

- Governance
- Why Taxonomy Governance
- Levels of Governance
- Trade-Offs & Decisions