JILL DYCHÉ is an acknowledged speaker, author, and blogger on the topic of aligning IT with business solutions. As the Vice President of SAS Best Practices, she speaks, writes, and blogs about the business value of analytics and information.

Prior to being acquired by SAS subsidiary DataFlux in 2011, Jill was a partner and co-founder of Baseline Consulting, where she combined the roles of best-practice expert, industry gadfly, key client advisor, and all-around thought leader. At both firms, she has led client strategies and market analysis in the areas of data governance, business intelligence, master data management, CRM, and big data.

Jill has counseled executive teams and boards of directors on the strategic importance of their information investments. Executives from companies including Charles Schwab, Verizon, and Microsoft have relied Jill’s counsel for data strategy planning and execution.

Jill's first book, e-Data (Addison Wesley), has been published in eight languages. Her book, The CRM Handbook (Addison Wesley), is the bestseller on the topic. Jill has contributed to a range of other books and her work has been featured in major publications such as Computerworld, CIO Magazine, the Wall Street Journal, the Chicago Tribune and Newsweek.com. Jill's latest book, Customer Data Integration: Reaching a Single Version of the Truth (John Wiley and Sons), was co-authored with Evan Levy, and shows the business breakthroughs achieved with integrated customer data. The book features case studies from Royal Bank of Canada, Intuit, AARP, ING Insurance, Overstock.com and Amgen, among others.

Jill is a featured speaker at industry conferences, university programs, and vendor events. She judges several best practices awards, is a member of the Society of Information Management, and is on the faculty of The Data Warehousing Institute. She is also a blogger for Harvard Business Review (hbr.org) and writes the popular In the Biz blog at jilldyche.com.

"Somebody's gotta do something, and it's just incredibly pathetic that it has to be us." — Jerry Garcia