

Jodi Daniels

Simplify data privacy practices, so your business can go beyond compliance, build trust with customers, and gain a competitive edge



Consultant

Speaker

Privacy Expert

The impact of data privacy on your bottom line and customer growth?

Businesses today don't have it very easy. In addition to staying competitive and delivering top notch products or services, they must comply with an ever growing web of privacy laws.

The problem is, the laws are always changing, customers have high privacy expectations, and businesses are worried about protecting their company from fines and loss of sales. Jodi Daniels is a marketing and privacy expert who helps companies stay current on new laws and regulations such as GDPR and CCPA. A firm believer that privacy is an individual right, she will help balance a company's needs with those of its customers.

Signature talk

3 STEPS TO PRIVACY COMPLIANCE AND BUILDING CUSTOMER TRUST

You only have one chance to make a first impression, and when it comes to your customer's personal information, you don't want to leave a bad taste in their mouth. In her informative keynote address, Jodi Daniels educates companies on how to protect their customer data and stay compliant in an ever changing marketplace. With her ability to explain the craziness of technology, the laws that are in place, and how to use privacy as an advantage to build relationships with your customer base, Jodi is able to implement privacy programs and data strategies to maximize customer trust and achieve GDPR, CCPA, and US privacy law compliance.



ABOUT

Jodi Daniels

Jodi Daniels is a Certified Informational Privacy Professional (CIPP/US) with more than 22 years of experience helping a range of businesses from solopreneurs to multi-national companies in privacy, marketing, strategy, and finance roles. During her corporate career, she proved a valuable asset to companies like Deloitte, The Home Depot, Cox Enterprises, and Bank of America where she most recently served as the privacy partner for Digital Banking and Digital Marketing. Ms. Daniels started her privacy career by creating the comprehensive privacy program at Cox Automotive. She launched an online advertising network for Autotrader and Kelley Blue Book.



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make a first impression.*

Testimonials

“Jodi is an engaging and knowledgeable speaker who is a joy to watch. She truly demonstrates her expertise in her field but makes it accessible to different audiences—a trait that is very difficult to do effectively.”

— ANDREW RICHARDSON, VP ANALYTICS & MARKETING SCIENCE, TINUITI (HOST: ADDIEGO)

“Incredibly informative event yesterday about client/customer data privacy regulations ... So much great information and presented the content in such a compelling way.”

— M. LOPES, CEO POLAR NOTION

“Jodi is a wealth of knowledge when it comes to privacy issues. DAA has been fortunate to be able to learn from Jodi. I recommend Jodi wholeheartedly as a top notch speaker!”

— MARILEE YORCHAK, MBA, CAE, EXECUTIVE DIRECTOR, DIGITAL ANALYTICS ASSOCIATION

SPEAKER
RATING
★★★★★
5/5

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