

# 2025 STATE OF ENTERPRISE DATA GOVERNANCE

*In this report, we explore how senior data leaders are modernizing governance programs, overcoming organizational challenges, and preparing for new demands like AI oversight.*





# Introduction & Methodology

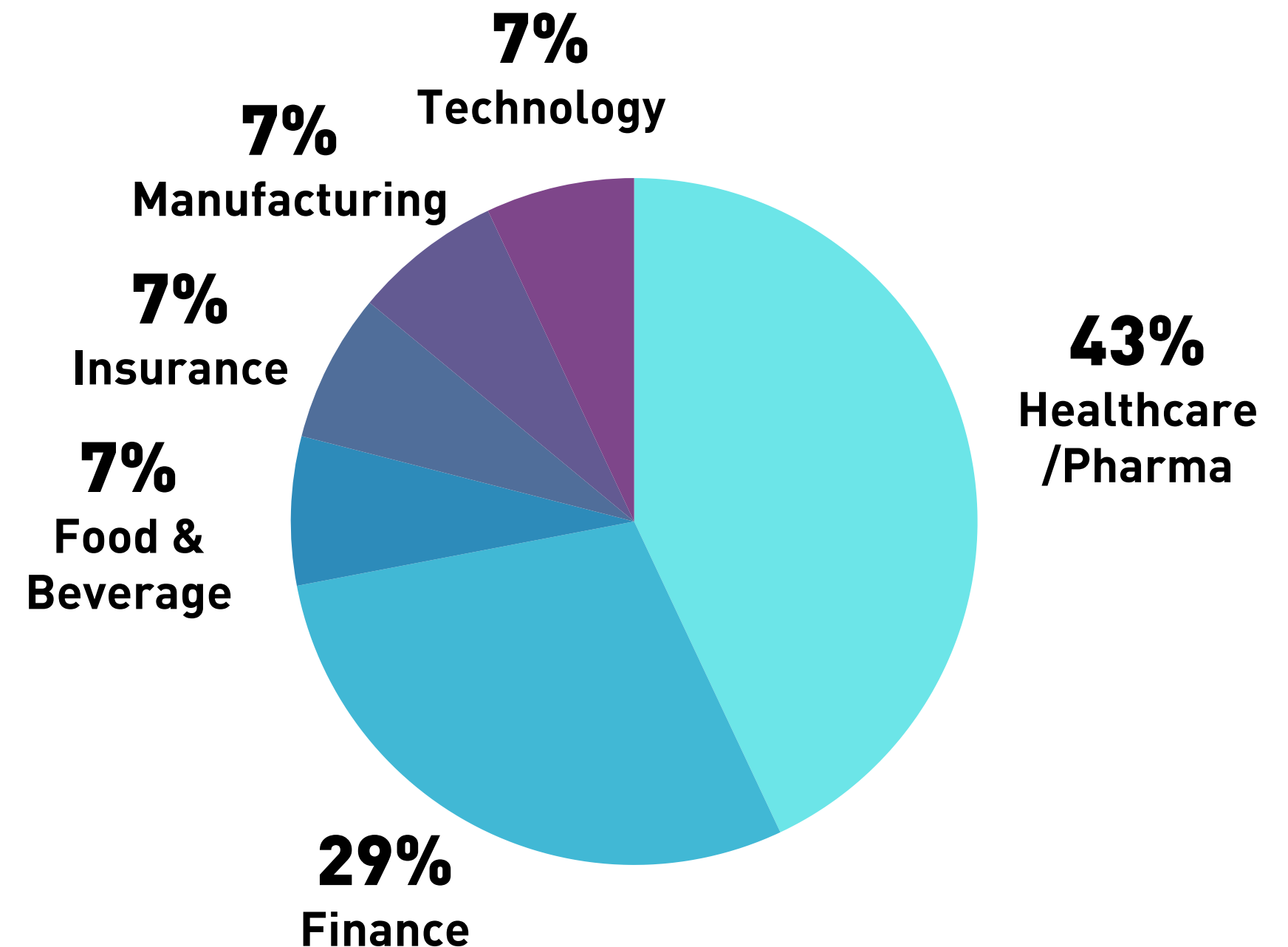
We asked Enterprise Data Strategy Board members and other senior data leaders how they are structuring, scaling, and modernizing their data governance programs in 2025. Their insights reveal the evolving priorities, challenges, and strategies shaping governance across large enterprises.

We collected responses from 14 senior data leaders across approximately eight industries. The survey concluded on April 18, 2025, providing a timely snapshot of how organizations are advancing governance to meet today's demands.



# The Data Leaders Represented In This Survey

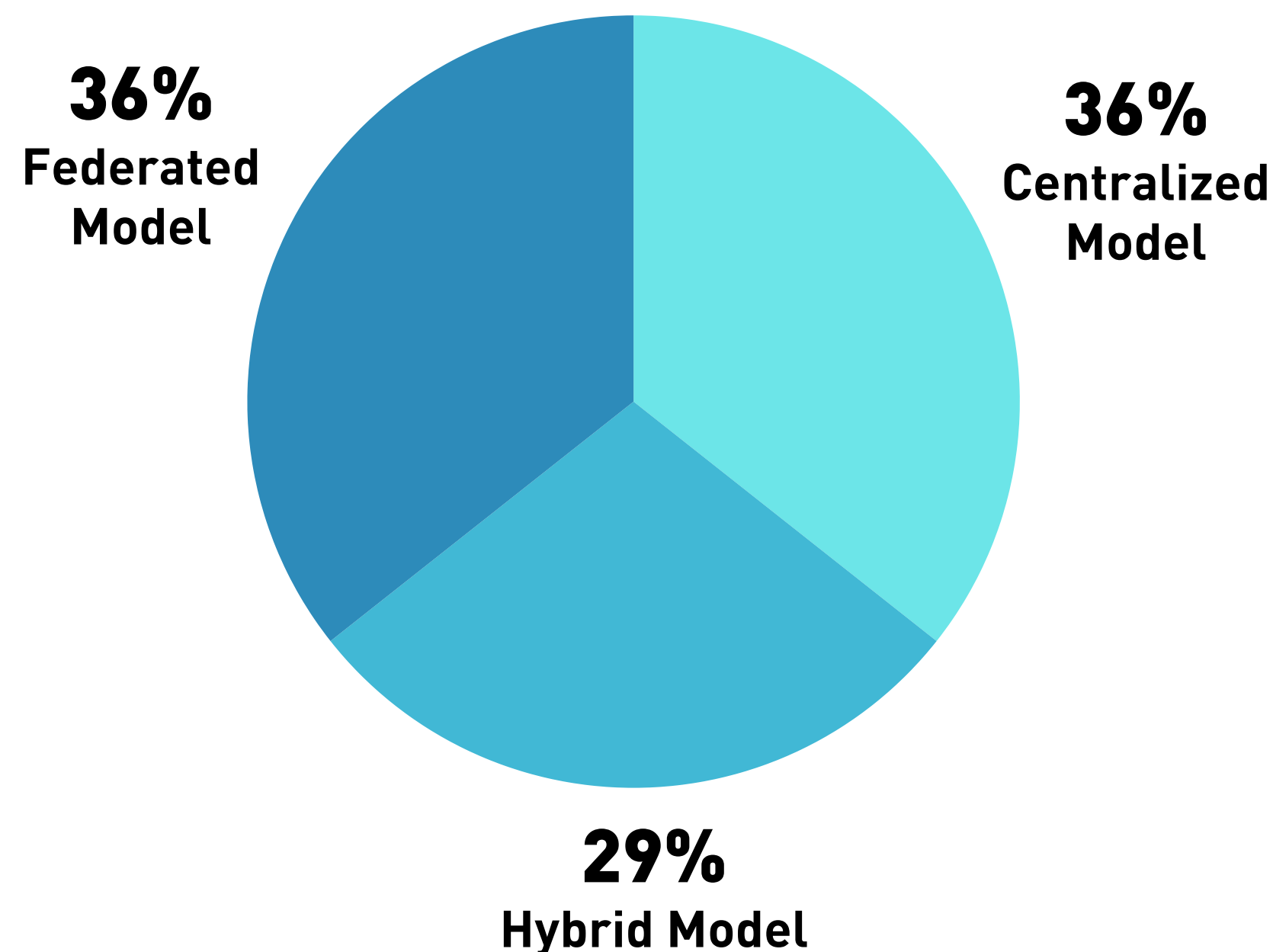
*Majority of survey respondents work Healthcare/Pharma or Finance industries with titles ranging from Director to AVP of data governance, analytics, AI strategy, and technology.*



# Data Governance Structure

*Responses to this question show a nearly even divide between centralized and federated data governance models, each chosen by 36% of respondents.*

*Hybrid approaches are also gaining traction, cited by 29%, suggesting that many companies are experimenting with shared ownership models across business units.*





# What Matters Most in Data Governance

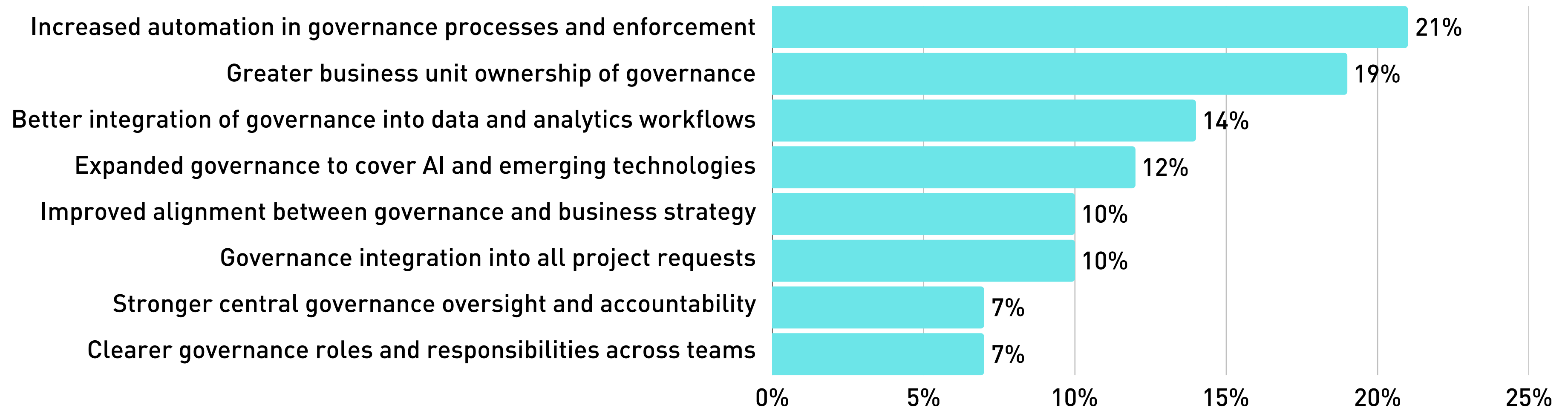
*When asked to rank the most important aspects of governance, a majority of data leaders put stewardship and ownership at the top, followed closely by data quality and metadata management.*

*The results highlight a continued focus on accountability, trust, and the foundational elements that enable effective governance across the enterprise.*

#1	Stewardship & Ownership
#1	Data Quality
#3	Metadata Management
#4	Regulatory Compliance
#5	Access & Privacy Controls
#6	Master/Reference Data Management
#7	Data Lineage & Observability
#8	AI & Emerging Tech Governance

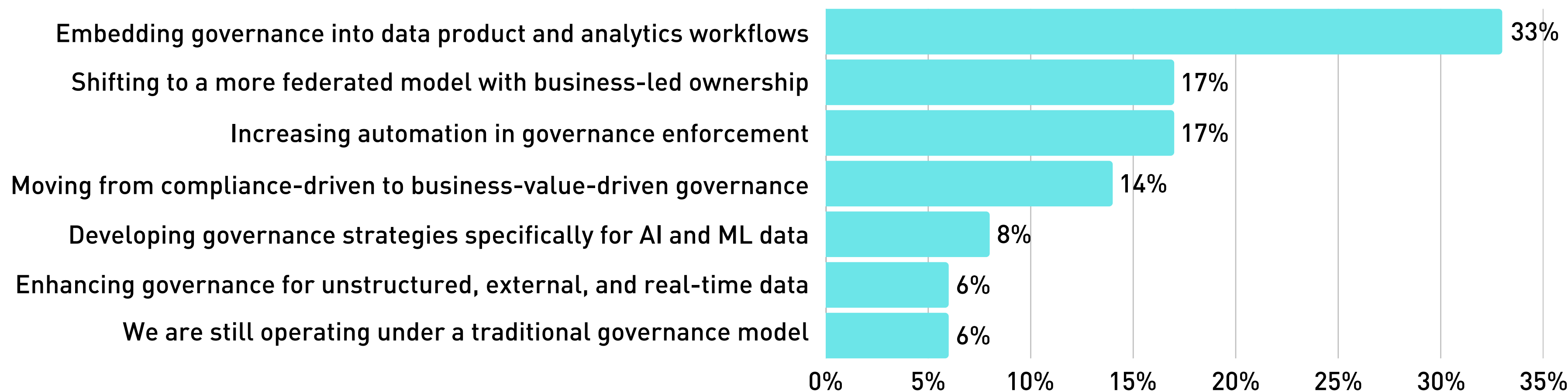
# Automation and Business Ownership Are Seen as the Key to Governance Success

*When asked what changes would most enable their data governance efforts, respondents most often pointed to increased automation and greater business unit ownership. Together, these priorities made up 40% of total selections.*



# Governance Modernization Starts with Workflow Integration and Automation

*One-third of total responses focused on embedding governance into data product and analytics workflows, making it the most common modernization approach among respondents. Many are also advancing their strategies by automating enforcement and shifting to more federated models.*



# Building the Business Case for Governance is Still a Challenge

Our readers identified two top challenges when making the case for modernizing data governance: difficulty quantifying ROI and business impact, and resistance from business leaders due to perceived added complexity. Collectively, nearly 7 of 8 readers

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