

Data Manager MAT Persona

Rob Wells

Overview

Rob is the Head of Data for a 12-school MAT, responsible for managing data systems, upholding data accuracy, and driving trust-wide reporting initiatives. While not directly involved in all procurement decisions, Rob plays a pivotal role in advising the trust's C-suite leadership on the best tools and strategies to centralise data and support evidence-based decision-making.



Trust setting: Rob oversees data across a large trust of five primary and six secondary schools. He focuses on trust-wide KPIs and strategic data alignment. However, he struggles with integrating multiple data systems while aiming for clean, accurate, and consolidated data for reporting. The trust is in a period of consolidation, focused on unifying its data systems to improve reporting accuracy and operational efficiency.

Key aspects

This section is about Rob's emotional characteristics, key responsibilities and areas of focus and challenges.

Category	Information
Personal traits	<ul style="list-style-type: none"> Analytical and detail-oriented Strategic thinker with a problem-solving mindset Self-motivated learner with a growth mindset Balances both technical and strategic responsibilities
Goals	<ul style="list-style-type: none"> Centralise and standardise data across the MAT. Improve data reporting to support trust-wide strategic goals. Reduce manual processes and errors.
Skills	<p>Data Management</p> <ul style="list-style-type: none"> Expertise in MIS systems (Arbor), Power BI, and Snowflake integration. <p>Strategic Thinking</p>

	<ul style="list-style-type: none"> Aligning data solutions with trust objectives. Project Management Managing large-scale system rollouts and transitions.
Challenges	<ul style="list-style-type: none"> Managing resistance to new systems. Balancing trust-wide standardisation with individual school needs. Navigating complex data integration across multiple platforms.
Unique contributions	<ul style="list-style-type: none"> Can spearhead the trust-wide MIS transition from SIMS to Arbor. Develop custom Power BI dashboards for leadership. Introduce streamlined data processes, reducing manual workloads.
Key challenges and motivators	
Current priorities	<ul style="list-style-type: none"> Centralising data systems across all 12 schools to improve reporting accuracy. Streamlining manual data processes and reducing duplication. Enhancing data visualisation and reporting to support leadership decision-making. Managing the cultural shift during MIS transitions and getting staff buy-in.
Technology challenges	<ul style="list-style-type: none"> Integrating multiple systems (MIS, Power BI, Snowflake, HR) while phasing out legacy platforms like SIMS and spreadsheet overuse. Managing resistance from staff during system transitions. Handling manual data feeds, lack of live data and inconsistent data sources. Limited technical expertise within some schools, increasing reliance on central data support.
Motivators	<ul style="list-style-type: none"> Building efficient, centralised systems that reduce workload and errors. Demonstrating ROI and strategic value of integrated data solutions to leadership. Developing scalable, automated reporting tools that meet the needs of both education and business functions.

Demographics

- Age Range:** 35-50 years old

- **Gender:** Male

Career background

- **Current Job Title:** Head of Data
- **Background:**
 - **Career Path:** He has over 24 years of education experience. He started in project management and administration at a university, then moved into secondary school roles because he is a spreadsheet wizard, eventually becoming Head of Data. Rob's data and IT skills are all self-taught.
- **Peer-to-Peer:** Engages with other data managers on forums, online social learning spaces, and education professionals to share best practices and innovative data solutions.

Challenger framework type

- **Data-driven:** He values evidence and data-backed arguments.
- **Problem-solver:** Focused on finding efficient, scalable solutions to complex data issues.
- **Strategic thinker:** Aligns data initiatives with trust-wide goals and strategic plans.
- **Educator:** Advocates for system improvements and teaching leadership on the value of integrated data solutions.

Key Insights:

- Rob values solutions that centralise data and eliminate manual processes, helping him streamline reporting and improve data accuracy.
- Opportunity to cross-sell HR system to demonstrate the value of aligning all trust data points.
- Expresses the need for advanced data analytics
- Demonstrating long-term efficiency gains and strategic alignment with trust goals will be key to gaining his buy-in.
- Position MIS and reporting tools integration as enablers of trust-wide data transformation, not just simple data management platforms.

Communication Preferences

- **Preferred Channels:** Email, events and word of mouth.
- **Valued Content:**
 - Solution comparison documents
 - Testimonials

Decision-making process

- Collaborates closely with the CEO, Director of Education, CFO and IT teams to make sure data solutions align with strategic goals.
- Acts as a key advisor to senior leadership on data-related decisions but doesn't have final purchasing authority. Rob would need support to demonstrate clear cost-saving benefits and value to leadership, particularly the CFO.
- Provides data-backed recommendations, often creating proofs of concept to demonstrate system capabilities.

Note

This persona is based on qualitative research from Data Manager interviews. It is also built from interview research from The Key Group.