Barbara Wixom: For three decades my research has investigated how organizations generate value from their data assets. Long ago that meant studying data warehouses. Today, it means exploring concepts like data liquidity, artificial intelligence, acceptable data use, and strategic data sharing. My passion, fundamentally, is data monetization, which I defined broadly as the conversion of data directly and indirectly into money. I have learned that when organizations of all kinds—commercial, non-commercial, big, and small—focus on using data to improve, wrap, or sell to drive financial returns, they can move ahead with success. In some ways my research is quite edgy. It focuses on new problems and works with people in the trenches, especially members of the MIT CISR Data Research Advisory Board, to find solutions for those problems. In other ways, my research is foundational. I try to construct simple frameworks and understandable explanations that leaders can readily understand and apply. Every year I manage some mix of new case studies, surveys, and interviews that inform my research streams. So I am always in need of research participants of all kinds. If you are working with data in any way and want to get involved, just let me know. You are welcome. It takes a village to stay on top of how to maximize value from data.