Jim Merrifield
Candidate for President-elect, ARMA International’s Board of Directors

Bio:
Jim Merrifield is the Director of Information Governance & Business Intake at Robinson & Cole LLP. He has been an ARMA member since 2005 and during that time has served in many leadership roles including Chapter President, Vice President, Membership Director, North East Region Director and most recently a member of the newly formed Chapter Advisory Committee. Jim also co-founded the first ever conference focused exclusively on information governance, InfoGovCon (an ARMA International brand). He is a respected leader in the information governance community and active member of a number of industry associations including: ILTA, IAPP and ARMA. Jim’s experience as a practitioner, consultant and solution provider within the information governance industry allows him to provide a unique perspective on a number of emerging industry trends. His experience includes deployment of enterprise programs, policy development and enforcement, creation of disposition programs and technology solution evaluation. He has published numerous publications, frequently speaks on information governance and data privacy issues, and has provided consulting services to law firms and Fortune 500 companies. Jim is a certified information governance officer (CIGO) and certified information governance professional (IGP).

Statement - Why do you meet the listed qualifications?
Nearly 17 years ago, I walked into my first ARMA meeting and I immediately felt like I was a part of something special. Since that time, I have had the opportunity to meet so many individuals that have helped me progress in my career and I hope that I was able to do the same for them. Joining the international board as President or a Director would be my opportunity to give back to the profession on a larger scale. Since I am also an active member of many other industry associations in the security, legal and privacy sector, I feel that I am in a unique position to support ARMA’s strategic vision while doing my best to take ARMA International to the next level.

Questions:

What would be your strategic vision for the association?
To be the most valued peer to peer network of information governance professionals, where innovation and best practices are created and shared across all industry groups.

In what ways is the association strong in promotion of the industry and in what ways would you improve on this?
ARMA has done a wonderful job in recent years positioning the association as a leader in the information governance industry. Specifically, the IGP certification has become the gold standard for us as professionals to test and validate knowledge. However, the IGP and information governance in general needs to be recognized on a global scale, similar to how a CPA is understood outside the Accounting space. The opportunity exists for information governance, especially with the release of the new ISO 24143:2022 Information Governance Standard, however, the steps to get there need to be ironed out and I’d welcome the opportunity to lead that journey.

What ideas do you have for growing membership and retaining members?
An idea to growing membership is to increase awareness of ARMA within universities and similar institutions. In many cases, these institutions have graduate or certificate programs that could benefit from a raised awareness of ARMA and how being a member can have a positive effect on a students
career. In recent years, many long time members have retired from their companies and the individual who took over the position may have very little knowledge of ARMA and its importance. So, there is an opportunity to reach out to the company and simply ask who is now in charge of information governance tasks and strike up a conversation. While growing membership is important, retaining new members is equally or even more critical to the stability of ARMA. Our existing members need to continue to feel valued and given the opportunity to connect with peers both in-person and virtually. I think the new ARMA community network is going to be a game changer and a wonderful way to stay engaged throughout the year. I would recommend reaching out to as many members as possible to make them aware of this new collaboration space. Another way to retain members is to provide opportunities to meet in person and just have a conversation. This can be done through the new ARMA community network or by utilizing a widely known service like Meetup.com.