

Dylan Williams
ARMA Questions for Consideration for Director Position

Please provide a link to your LinkedIn profile:

[linkedin.com/in/dylan-williams-crm-igp-8015967b](https://www.linkedin.com/in/dylan-williams-crm-igp-8015967b)

What are the key areas you think ARMA needs to focus on to reinforce its leadership in IG?

ARMA's membership is more diverse than ever in terms of their backgrounds, the challenges they face, and the support of their programs within their organizations. This creates a challenging base for the association to market itself and supply resources towards. The difficulty in appealing to all members at all levels contributes to debates among members about who ARMA is, RIM vs. IG vs. Data Governance, and other topics. To overcome this, ARMA should better define and clarify the intended audience for learning materials, programming, and other educational content. Overall, this trend should lean the association towards peer-reviewed and academic authority for IG-related topics.

Where have you had the opportunity to lead a group through change?

At Ricoh, we have had to adapt our business model from hardware-focused to services-focused as our clients have transitioned to more digital workplaces. When I joined the company, we had document scanning and file room management capabilities relevant to the RIM community, but not much else. Today, I'm proud to lead a team of high-performing consultants who provide advisory and program management services to clients around the world. While I cannot say we are ever truly "through" the change, we continue adapting and evolving to differentiate ourselves and help our clients meet their IG goals.

What are the top two issues ARMA should focus on in the next 12 months, and why?

I have a deep respect and fascination with the roots of the RIM and IG professions, having started my career in physical storage and media archives. At the last two ARMA Live events, I presented on topics "Information Economics" (2017) and "Records Management Neuroscience" (2018) which I felt would move us forward into uncharted territory. In order for ARMA International's consumers to "harness the strategic power of information," information assets will need to be measured and systematized through objective research with published results. Over the next 12 months, I hope to help ARMA expand the use and communication of metrics for the profession, furthering its position as a trusted authority.