

## A Metrics Framework for True, Correct and Complete Data

### ABSTRACT

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This presentation will introduce a major innovation for financial institutions: measuring information quality so its financial impact is quantified and giving managers the tools to pinpoint and eliminate costs of poor quality (including imprecision in the measurement of enterprise and financial industry risk). The presentation will present how financial institutions have identified, corrected and recovered foregone revenue and other costs caused by poor information quality. Attendees will receive a new framework to sell and expand the size of their information quality programs.

### BIOGRAPHY

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#### **Charles McKinney**

Senior Director, Advanced Analytics  
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Charles McKinney is a senior director with Freddie Mac. Where he leads a department of statisticians, analysts and data mining professionals that provides business intelligence to the firm. His department's projects focus on reducing credit losses, credit risk management, operational risk management, information quality, and statistical models. Previously, Charles led an information quality program which introduced metrics for the firm's critical information and partnered with business areas to improve data integrity. He joined Freddie Mac in 2006 to create a Standards and Quality department in the Mission Oversight and Development Division; Mission is responsible for the firm's affordable housing goals, regulatory reporting functions, and fair lending compliance.

Prior to joining Freddie Mac, Charles worked in management consulting. As principal with a boutique consultancy, he introduced service offerings, developed business, and led engagements for financial services clients. At KPMG, he led engagements for commercial and public sector clients and developed offerings for the Risk Advisory Services business. His consulting experiences focused on enterprise risk management, regulatory compliance and internal control reviews, business process redesign, business transformation programs, and business intelligence and data mining.

Charles moonlights as a pseudo-academic, presenting at industry conferences, teaching seminars to professional groups, and publishing papers in industry and academic journals.