

Demographics User Group Conference
The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG
Wednesday 13 October 2010

“How efficiency savings could trigger innovation in Insight”

Speakers' Profiles

Steven Bond (Marks & Spencer)

Steve heads up the Customer Insight Unit at Marks and Spencer. During his 20 years at M&S, Steve was initially involved in store location analysis both in the UK and overseas before creating the Customer Insight function which has the business remit of informing the M&S board what the customer is thinking, feeling and doing. Steve is a chartered Fellow of the Royal Statistical Society.

Rob Harris (Barclays Bank)

Rob joined Barclays Location Planning team in 2007, taking leadership of the function in 2008. The team developed in to Branch Strategy focussing on wider distribution and operational strategy and are now accountable for branch distribution and investment, and seller optimisation, as well as operational design and structure.

Rob's holds a degree in geographical sciences and had worked in consulting at Ernst and Young and in Corporate Finance, Mergers and Acquisitions in corporate banking before joining Barclays Retail Bank.

James Moed (IDEO)

James Moed is a strategist and project leader at IDEO specializing in the design of user-centred financial services. Based in London, he works with clients to uncover opportunities and design new offerings for a range of cultures and consumers – from the unbanked to billionaires. James helps clients take inspiration from a wide range of industries and customer experiences to create product and service roadmaps, new business plans, and innovation management tools. His clients include Generali, Camden Council, and Nokia.

Before joining IDEO, James spent many years developing new business opportunities in the media, working with clients including US radio station groups, Japanese comic book publishers, and MTV Europe. After earning an MBA from INSEAD, he joined Jump Associates, a Silicon Valley design strategy firm.

James holds a BA with honours in International Relations from Brown University. That may explain why he speaks French and Portuguese but somehow believes he can get by almost anywhere.

Professor Nigel Shadbolt (Cabinet Office, and the University of Southampton)

Nigel Shadbolt is Deputy Head (Research) of the School of Electronics and Computer Science at the University of Southampton. He is a Director of the Web Science Trust, and of the Web Foundation – organisations that seek to advance our understanding of the Web and promote the Web's positive impact on society.

In June 2009 together with Sir Tim Berners-Lee he was appointed a Government Information Advisor to help transform public access to Government information – work which resulted in the data.gov.uk site. In May 2010 the Coalition Government appointed him to the Public Sector Transparency Board that will oversee public data release. He is also Chair of the Local Public Data Panel within the Department of Communities and Local Government – this seeks to coordinate and promote local open data release. More details of his research and other activities can be found at <http://users.ecs.soton.ac.uk/nrs/>

Sienne Veit (Marks & Spencer)

Sienne Veit is passionate about web and mobile technologies especially where they drive user engagement and delighting customers. Her standard for assessing technologies is to ask 'could we imagine living without it once we have used it?' She is the social and mobile commerce development manager for Marks and Spencer Direct tasked with delivering the strategy and implementation of these technologies to offer M&S customers a truly cross-channel retail experience.

Originally from South Africa, Sienne gained her degree in Journalism and Media Studies and a first class honours degree in pure Linguistics from Rhodes University. Over the past 20 years she has had a varied and interesting career in as a lecturer, journalist, market researcher and brand strategist working with brands such as McDonalds, Coca Cola and Qantas and also the African National Congress.

Since emigrating to England in 2005 Sienne has worked as a commercially focussed project and development manager: roles which have seen her deliver mobile learning and authoring software, flash-based multilingual health education software while working for Tribal CTAD's Digital Learning Studios; website redesign and rebuild and mobile campaigns while at integrated agency Ware Anthony Rust; innovative video download and social gaming/virtual world businesses for Sony Computer Entertainment Europe.

Michael Flood (John Lewis Partnership)

I work within the Strategy team at John Lewis, the department store retailer, based in London. My role is to provide the business with great customer insights from the location perspective, particularly in regards to store location and channel behaviour. After graduating from Bristol University, I spent time in a variety of UK retailers including WH Smith, Virgin and Woolworths, and also worked as an independent consultant assisting retailers with location and space planning decisions.

Richard Stirling (Cabinet Office)

Richard is leading the central team on data.gov.uk and Making Public Data Public. Before creating data.gov.uk Richard worked on the secretariat for the Power of Information Taskforce. In that role he created Show Us A Better Way, one of the first online competitions in Public Services. Prior to joining Cabinet Office Richard worked in HM Treasury where he was engaged in both tax and public spending policy.

Clemence Cleave-Doyard (The National Archive)

Clemence Cleave-Doyard joined The National Archives in March 2010 as Government Data Manager to work with Central Government Departments on delivering the Transparency agenda defined by the Cabinet Office, raising departments' awareness on public data. She has worked in the private sector in both a start-up company (lastminute.com) and a well-established large International corporation (Ernst and Young France, UK and Global) where she was involved in managing successful stakeholder engagements initiatives with a focus on delivery. She has a Master in Economics from La Sorbonne in Paris.

On the Transparency agenda, her principal remit is to provide a framework, tools and support to departments with a view to embedding the data publication process across government.

Duncan Macniven (GRO, Scotland)

Duncan has been Registrar General for Scotland since 2003, responsible for information about Scotland's people – including registration of births, marriages and deaths; running the census; using census and other data to compile demographic statistics; and acting as the main source of family history records. He previously worked for the Forestry Commission (Commissioner and Head of Corporate Services, 1999-2003) and the Scottish Office (Head of Police, Fire and Emergencies Group, 1998-99). He studied History at Aberdeen University and has worked in public administration in Scotland since 1973. Duncan spent 16 years in the Territorial Army, latterly as Major in Royal Engineers, and he is married with 2 grown-up daughters, in Sydney and Cambridge. He's interested in walking (has climbed all the mountains over 3000ft in Scotland), skiing, Scottish history, architectural history and archaeology, and active church membership.

Simon Briscoe (Timetric)

Simon works at Timetric, a web-based provider of economic and business time series. He spent a decade as Statistics Editor at the Financial Times, and before that was a researcher at several investment banks. He started his career as a Treasury civil servant, including a spell at the European Commission in Brussels. He is a director of Straight Statistics (www.straightstatistics.org), a pressure group that aims to detect and expose the distortion and misuse of statistical information. He has published several books, most recently "Panicology" (Penguin). He has been on the councils of the Royal Statistical Society and Society of Business Economists.

Professor David Martin (University of Southampton)

David Martin is a Professor of Geography at the University of Southampton and since 2002 has been Director of the Economic and Social Research Council's Census Programme. He has worked for nearly 25 years on socioeconomic applications of GIS and the georeferencing of social science data, publishing one of the first textbooks in the field in 1991. He still teaches undergraduate and masters' courses in census and neighbourhood analysis and has broad interests in research methods and spatial analysis. In the mid-1990s he spent a period of research leave at the Office for National Statistics and developed the prototype for the automated zone design system which produced 2001 census output areas and super output areas. David was appointed as a member of ESRC Council in August 2010 and is a long-running attendee and contributor to the DUG annual conference.

Annette Dellevoet (Sainsburys)

Annette Dellevoet is a senior analyst at Sainsburys, based in the Network and Investment Planning team which is responsible for assessing the viability of new sites and store investments as well as overall estate strategy. A key input to these assessments is the analysis of data from the Census and other geodemographic datasets. Annette has had extensive experience of working with Census data both at Sainsburys and in her previous job at CACI, using data from the last 3 Censuses. She has been instrumental in building and customising Sainsburys' MapInfo GIS system which is used for all the team's analysis.

Previous to her current role, Annette worked in the Business Insights department at Sainsburys analysing customer behaviour. Prior to joining Sainsburys, Annette had a varied career at CACI where her work included in-house data processing and application design as well as consultancy. A maths graduate, she started her career with a brief spell at the British Steel Corporation in their Operations Research team.

Annette is an active member of DUG, representing Sainsburys and currently chairs their training board. She lives in North London with her partner and two-year old daughter, and enjoys reading, cinema and the Arts. Annette also used to be a keen sailor and looks forward to returning to the water one day when her daughter is old enough to learn the ropes.

Mark Perrett (Hewlett Packard)

Mark joined HP in July 2010 to sample life as a consultant, having spent the previous 25 years in a range of roles, primarily within Barclays Bank and more recently E.ON. Over the past 15 years, Mark's focus has been on Business Intelligence, Customer Value, Modelling, Analytics and CRM and this experience culminated in a very successful implementation of a Marketing Optimisation application and process at E.ON, which delivered uplifts of return on marketing investment against business as usual of up to 140%.

In his new role, Mark advises HP's client base on Business Intelligence and Analytics related initiatives and opportunities across a wide range of industries within Europe, Middle East and Africa. Given this background it would be no surprise to learn that Mark was an active member of DUG for over five years until being drummed out for moving over to the dark side!

Richard Milton (Centre for Advanced Spatial Analysis, UCL)

Richard joined CASA in December 2005 and is currently working on the GENeSIS project which aims to develop agent based models and microsimulation techniques for urban and regional systems. This follows on from the GeoVUE project (Geographic Virtual Urban Environments), during which time the MapTube website and the GMapCreator software were created.

Steven Gray (Centre for Advanced Spatial Analysis, UCL)

Steven joined CASA in September 2009 and is currently working as part of the NeISS project which aims to provide a platform to meet the demand for powerful simulation tools by social scientists, public and private sector policymakers. Previously, Steven worked at the University of Glasgow as a Research Assistant with the Glasgow Interaction and Systems Group (GIST – Computing Science) as part of the EPSRC funded Open Interface project.

His current research interests include Human Computer Interaction, mobile development, accessible web development with a focus on Social Media and Ubiquitous Computing.

Oliver O'Brien (Centre for Advanced Spatial Analysis, UCL)

Oliver studied Physics at the University of Oxford, then worked as a financial software developer in the City, before gaining a MSc in GIS at City University. He has worked at UCL since October 2008 and is working with Andrew Hudson-Smith, Richard Milton, Anders Johansson and Jon Reades on the GENeSIS project.

Carol Tullo (The National Archive)

As a Director at The National Archives, Carol heads up the Information Policy Services Directorate, which provides strong, coherent leadership in information policy areas across government and the wider public sector. It spans a strategic focus and operational roles across a broad portfolio of information standards, services, guidance and advice.

Carol retains under Letters Patent the titles of Controller for Her Majesty's Stationery Office (HMSO) and Queen's Printer of Acts of Parliament (1997); Government Printer for Northern Ireland (1997); Queen's Printer for Scotland (1999). HMSO manages Crown copyright and database rights, publication of legislation and provision of official publishing guidance.

Following a law degree and call to the Bar by Inner Temple in July 1977, Carol practised in London. She joined Sweet & Maxwell Ltd., Law Publishers and as Publishing Director was responsible for publishing operations in England and Wales, Scotland, Ireland and setting up the Hong Kong subsidiary. She advised the wider international Thomson Information Group on contractual and intellectual property matters relating to digital media before joining HMSO and the Cabinet Office in 1997. The Office of Public Sector Information was created in 2005 to reflect broader policy responsibilities. She joined The National Archives in 2006 when the two

organisations merged. Carol is a Visiting Professor in Information Science at City University, London and an Executive Committee member of the International Government Printing and Publishing Association. She represents official publishing interests across a range of professional bodies and lectures widely to the information management community.

Richard Alldritt (UK Statistics Authority)

Richard Alldritt is the Head of Assessment for, and a member of, the UK Statistics Authority. He was appointed to this statutory office in May 2008 and is responsible for advising the Authority on the scrutiny of official statistics.

Richard is a career statistician who has worked in a number of government organisations, including the Home Office, the Central Statistical Office and the Welsh Assembly Government. Before being appointed to the Statistics Authority, he was Chief Executive of the Statistics Commission for five years.

Keith Dugmore (Demographic Decisions, & DUG)

Keith had already had a long and varied career in population and market analysis when he set up Demographic Decisions in 1996. He started his working life as a statistician at the Greater London Council, having an enjoyable time which included analysing the 1961, and 1966 censuses. Later he managed the development of the SASPAC 1981 census analysis software, and led the project to create digital boundaries for the 1991 census. At CACI Keith set up and managed the Public Services and Utilities Group, and later became Director of its Financial Services Group.

He established Demographic Decisions to provide impartial advice on the use of data to answer business questions, and also set up the Demographics User Group to represent large commercial companies' needs for government demographic data. Keith's clients include both large commercial companies and also public service organisations. He is an active member of the Market Research Society, and has chaired the Royal Statistical Society's Statistics User Forum. Keith is also a member of the Advisory Panel for Public Sector Information (APPSI), and the UK Data Forum, and an Honorary Professor at the Centre for Advanced Spatial Analysis, University College London. He finds time whenever he can for bird watching, jazz, and sailing.