

Demographics User Group Conference
The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG
Wednesday 12 October 2011

“Making data work – Improving the efficiency of UK PLC”

Speakers’ Profiles

Jil Mattheson (National Statistician)

Jil Matheson was appointed National Statistician, Head of the Government Statistical Service and Chief Executive of the UK Statistics Authority in September 2009.

Jil’s career in statistics began in 1975 at the then Office for Population Census and Surveys. Jil subsequently worked as a researcher, analyst and project manager for a number of different social surveys. In 1998 Jil became a Deputy Director in the Office for National Statistics (ONS).

In 2001 Jil was elected as a fellow of the Academy of Learned Societies in Social Science.

Tim Kelsey (UK government’s adviser on Transparency and Open Data)

Tim Kelsey is the UK government’s adviser on Transparency and Open Data. The position, announced in May 2011, to direct national public data policy underlines British Prime Minister David Cameron’s commitment to Transparency as a key driver of accountability, improved public service outcomes, as well as social and economic growth.

Tim is an internationally regarded expert in the development of Transparency strategies to drive consumer engagement and public service improvement. In 2000, Tim was founder CEO of Dr Foster, the organisation which pioneered publication of comparative hospital death rates and other measures of health quality and is now the leading independent information resource for professionals and patients. Greater transparency has led many NHS organisations to show demonstrable improvements in clinical outcomes.

In 2007, he designed and led the launch of the government’s new national health information service - NHS Choices (www.nhs.uk). This is now the most visited health information resource in Europe. In 2010, Tim joined McKinsey to lead on the development of consumer propositions in public services to transform quality and productivity.

Tim has won many awards for his work with Dr Foster and NHS Choices. He is a member of the NHS National Quality Board, a trustee of the Nuffield Trust, a founder of the Open Public Service Network, a commissioner on the 2020 Public Services Commission, and a member of the advisory board of Warwick University medical school.

Before Dr Foster, Tim was an award-winning national newspaper journalist and a television reporter. He worked for the Independent and the Sunday Times, as well as Channel 4 and the BBC.

Gary Armstrong (GSK)

Gary Armstrong is an experienced business intelligence and commercial strategy professional specialising in the pharmaceutical industry. He is currently the Director of Business Insight and Sales Operations at GlaxoSmithKline UK. Prior to joining GSK Gary enjoyed a career in management consultancy with ZS Associates and IMS Health.

Gary has built a career on leading teams to add value to data to drive strategy and operational efficiency. He has significant experience in the areas of organisational design, sales force effectiveness, segmentation & targeting, market research, marketing planning, return on investment modelling and business information systems. Away from work Gary plays and watches golf, goes running and supports Liverpool football club. He has an MA in Economics from the University of Cambridge.

Martin Squires (Boots)

Head of Customer Insight for Alliance Boots, Martin is responsible for the analysis of Boots Advantage Card customer database and customer research programmes. Martin has been in this role 3 years, having previously held a similar role at M&S Money for 10 years. Prior to that Martin worked in a variety of customer analysis roles with some of the building societies which now comprise parts of Santander. Martin is currently a member of IBM's business analysis strategic advisory board and spent 4 years on the DMA data Council while at M&S.

Guy Goodwin (ONS)

As the Director overseeing Population, Health and Regional Statistics at ONS, Guy has overall responsibility for several of the organisation's key outputs, such as population estimates, projections and migration statistics; releases on life events data, including births, deaths and marriages data; the Neighbourhood Statistics website and sub-national statistics; and the cross-government migration statistics improvement programme. His remit also includes the Beyond 2011 programme, which is examining and developing a number of options for producing key population and socio-demographic statistics after the 2011 Census.

Guy has spent over 20 years in the Government Statistical Service across various Government Departments, including at the former Department of Education and Science, as Head of Profession for Statistics at Ofsted (Office for Standards in Education) and as Director of Social Survey Division within ONS. He is a graduate and postgraduate of the London School of Economics where he studied statistics and is a Fellow of the Royal Statistical Society (RSS). During his time in the National Statistician's policy area, Guy was responsible for drafting the white paper, 'Building Trust in Statistics', and he retains a close interest in statistical policy issues including leading a cross-departmental group supporting the Government's transparency agenda.

Professor Paul Longley (UCL)

Paul Longley (B.Sc., Ph.D., D.Sc., AcSS) is Professor of Geographic Information Science at University College London, UK. His publications include 14 books and more than 125 refereed journal articles and book chapters. He has held over 40 research grants and has supervised more than 35 Ph.D. students (most funded by research councils). He is a co-editor of the journal Environment and Planning B and a member of five other editorial boards. He has held ten externally-funded visiting appointments and given over 150 conference presentations and external seminars. He teaches Geographic Information Systems and Science and is a co-author of the best-selling book of that name.

Antonio Acuña (Cabinet Office)

Antonio is the current Head of data.gov.uk, the government's catalogue of public data. He specializes in delivering technical projects within government and previously led and delivered the Noise Mapping England project, the largest GIS/acoustic project in the world at the time. Antonio has a background on digital branding and e-marketing, having been digital director of several media companies in the UK and Europe.

Mark Bass (Tesco)

Mark is a senior consultant in the UK & Republic of Ireland Site Research department at Tesco, which is responsible for setting the property expansion strategy and performing individual new site and store assessments. In the five years since joining Tesco he has been involved in a wide range of projects including building and maintaining spatially-aware sales

forecasting models, development of various GIS systems, and more recently managing projects focussed on making the best use of technology and data to drive improvements to processes and to gain deeper customer and market insights.

Whilst working towards a DPhil in Physical Chemistry at the University of Oxford and in the years prior to joining Tesco, Mark worked as a self-employed IT consultant assisting small businesses to optimise their data flows and work processes.

Mike Whitelegge (M&S)

Mike Whitelegge is the Senior Insight Manager with responsibility for Data & Analytical Solutions within Marks & Spencer's Customer Insight Unit. He is responsible for ensuring the implementation and continuous development of a robust suite of analytical systems and data.

Mike's background is in Geography and GIS, and prior to joining M&S he held roles in a number of GIS consultancy companies focusing on natural resources, transportation, oil and telecommunications applications. During his 12 years at M&S, Mike has been responsible for developing and implementing the CIU Analytical Data Warehouse, a multi-terabyte data repository of customer behaviour alongside developing a spatial data strategy to support store location analysis.

John Rae (CACI)

John is responsible for the planning and implementation of new products, new areas of business and special projects for CACI. Following a degree in Mathematics he worked for four years doing operational research in the fields of defence and alternative energy. He joined CACI 28 years ago and during his time at CACI he has managed a variety of teams covering areas such as retail planning, store clustering, geographic information systems, consumer segmentation, European demographics and e-Business. In the 1980's he pioneered CACI's analogue modelling approaches to match retail offerings to consumer needs by segmenting branch networks. He also created the first generation of CACI's retail spatial analysis tool now known as Retail Footprint.

John has also built consumer classifications for a number of European countries, four generations of the UK Acorn classification, and specialist segmentations such as HealthAcorn and EducationAcorn. He has lead the development of CACI's range of data sets covering areas such as geodemographics, demographic change, income, housing, consumer spending, the Internet, and consumer attitudes. He is on the Editorial board of the Journal of Targeting, Measurement and Analysis for Marketing and was a member of the Board of Examiners for the IDM Certificate in Digital Marketing from 2001 to 2006.

Peter Benton (ONS)

Pete is Director of the Beyond 2011 Programme in the Office for National Statistics, leading research into potential alternatives to the traditional census.

He joined ONS in 2002 to lead evaluation of the 2001 Census and review options for the future, and later became Deputy Director of the 2011 Census Programme. During this time Pete had responsibility for the design of the 2011 Census Operation, the statistical methods and systems for producing the final census outputs, development of the census address register, and the Programme Management Office.

During the census field operation, Pete took a lead role in the media campaign, conducting many national and local television and radio interviews.

Once the 2011 Census field operation was complete, Pete moved to the Beyond 2011 Programme, once again considering how best to provide census-type statistics in future.

Prior to joining ONS, Peter was responsible for the development of patient classifications used in NHS resource allocation, and development of methods and tools for analysis of

hospital activity and performance. He has a degree in Maths and an MSc in Operational Research from the University of Southampton, and is married with three children and two step-children.

Paul Munro (Barclays)

Paul has been with Barclays since 1988 and now works as Senior Distribution Manager in the Distribution and Planning function managing a team of 5 analysts. During his 20 years with Barclays Paul has picked up a wealth of experience within frontline and central functions.

Paul's current role involves shaping the operational strategy around customers' wants and needs. His work influences branch distribution and investment, staff optimisation and operational design and structure. Paul's 9 years in various roles within branch has given him an in-depth understanding of the frontline enabling a pragmatic implementation of strategies with strong local buy-in.

Nicky Tarry (DWP)

Nicky has been a government statistician for almost 20 years, with time in DWP, its predecessors and what are now BIS and DfE. For the last six years he has specialised in information governance – freedom of information, security, data protection, privacy, data sharing, data linking within DWP's Information Governance & Security Directorate (IGS, which manages the majority of DWP's analytical information systems).

From 2005 to 2009 Nicky lead the team managing the privacy assessments of all applications to use IGS's data, around 1000 during his tenure. That gave quite an education in both the range of data available and in finding ethical solutions for data projects. From 2009-2010 he lead the development of a new security assurance regime for the Department's externally contracted research programme. He currently leads DWP's work on using administrative data to support the Office for National Statistics Beyond 2011 program, supports the development of DWP's Transparency and Open Data policies and is DWP's expert domain for statistical disclosure control of data.

To avoid being too deskbound Nicky keeps active (and green) by cycling to work - 60 miles a week up and down Sheffield's hills.

Professor Martin Callingham (Birkbeck College)

Martin is currently a Visiting Professor at Birkbeck College in the School of Geography where he is developing new ways of areal classification (based on geographical primitives) and handling flow data. Formerly, Martin was Research Director at Whitbread and was responsible for market research, direct marketing and spatial analysis. He was a founder member of DUG and runs the DUG Influencing Business Decisions training course.

Andrew Hyman (GSK)

Andrew joined GlaxoSmithKline in April 2010 as Head of Commercial Analytics. He heads up a team that operates as an internal consultancy to deliver impactful analytical insight through innovative techniques and tools to enhance the performance of UK Pharma and its strategies. Underpinning this is ongoing development of both Analytical Excellence and Consultancy Excellence expertise.

Andrew holds a BSc(Hons) in Geography from University College London and an MSc in Geography from Boston University where he also worked as a NASA Research Fellow. On his return to the UK, Andrew initially worked at the Centre for Advanced Spatial Analysis (CASA) at UCL before starting his commercial career at SmithKlineBeecham. He then moved to retail sector, initially as a Senior Consultant at GeoBusiness Solutions, and then in a variety of roles at Tesco within Site Research and Tesco.com.

Janos Suto (DECC)

Janos works in the Strategy Directorate of the Department of Energy and Climate Change. Prior to that he held a variety of roles in the Home Office and Ministry of Justice, where he used data and analysis to understand the performance of police forces, courts and prisons, as well as to assess the impacts of specific policies. Much of his work involves bridging the gap that sometimes exists between analysis and operations or policy. Before working the public sector, Janos spent several years in a pharmaceutical consultancy firm. There he specialised in developing long-term forecasting models and using management information to improve performance.

Professor David Rhind (APPSI)

David is Chairman of the Bank of England Pension Trustee, the Nuffield Foundation, the Portsmouth Hospitals NHS Trust Board and the government's Advisory Panel on Public Sector Information. He is also a Non-Executive Director of the UK Statistics Authority. He was formerly Vice-Chancellor and President of The City University and Director General and CEO of Ordnance Survey. With Paul Longley (also on the programme), Michael Goodchild and David Maguire, he has authored the world's best-selling Geographical Information System and Science textbook.

Martin Bellingham (The Children's Mutual, & DUG)

Having lived abroad as a child and brought up on National Geographic as bedtime reading, I studied Geography at Newcastle Polytechnic. This developed my interest in spatial analysis and led me to study for an MSc in GIS at Keele. I started my working life at Newcastle Council using GIS to carry out spatial analysis of deprived areas, integration of multi-agency datasets as well as wider market research projects.

After 5 years in the public sector, I joined Boots the Chemist where I worked on sales forecasting for new stores, loyalty card analysis and company-wide strategy development. From there I joined Nationwide Building Society as Location Planning Manager working on the branch network strategy and completed my MBA. I joined The Children's Mutual in early 2005 as Strategy and Research Manager responsible for the research and strategic development needs of the organisation. I'm now Head of the Sales and Marketing team and a member of the executive team. The Children's Mutual is a leading provider of long-term children's savings and has been extensively involved in the development of the Child Trust Fund – the UK's first 100% financial market product and more recently the Junior ISA. Having worked in both the Public and Private sectors, I am aware how similar problems impact both sectors. I'm always keen to seek win-win solutions for both sectors by working closer together, particularly during these resource constrained times.

Lee Madden (Barclays, & DUG)

Lee joined Barclays as a graduate in 2008 and has held a number of positions including working with the frontline area teams, leading a resource optimisation project and as a junior analyst in Branch Knowledge.

He now works as an Analyst in the Distribution Strategy & Planning function. He is responsible for analytical support and stakeholder engagement to deliver the branch and wider multi channel strategy for Barclays over the next 5 years.

Prior to joining Barclays, Lee's previous experience includes working for the BBC in Northern Ireland and the NI Civil Service, based in the NI Court Service.

Lee obtained a Masters Degree in Mental Philosophy from the University of Edinburgh with major modules in Ethical and Ancient Philosophy

Emma Ward (BIS)

Emma joined the Shareholder Executive in December 2010. The Shareholder Executive has, since September 2003, worked with shareholder departments to improve the Government's capabilities and performance as a shareholder. Emma's portfolio includes responsibility for the Ordnance Survey, Public Data Corporation and Channel 4.

Joining Government from the private sector in 2000, Emma has held a number of previous posts in the Department for Business (BIS), BERR and DTI, including two years as Private Secretary to the then Minister for Competition, Consumers and Markets.

More recent senior roles in Government include heading the Small Business Finance team where she established Capital for Enterprise Ltd, the Government's fund management business for investing in early stage venture capital and developed the Enterprise Finance Guarantee, the government guarantee mechanism for bank lending to small businesses, and in the BIS Strategy Unit, where Emma worked on the Department's Spending Review settlement.

Before joining the civil service, Emma studied in the UK and Germany and worked in the private sector in the UK, Germany and Canada. She completed her Masters in International Business at the University of Manchester Institute of Science and Technology (UMIST) and the Universität zu Köln, Germany.

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.