CONFERENCE SPEAKERS PROFILES 2018

Tim Drye – Chair

After an initial career in academia, Tim founded DataTalk in 1996, his intention was to apply the developing statistical techniques to commercially relevant data and challenges. Since then he has remained independent, and been engaged in a wide variety of sectors and applications. This has encompassed manufacturing, distribution, marketing, selling and service, and most particularly the insights that arise from the interactions at every stage with people, both employees, intermediaries and consumers, their own connections and motivations.

He continues to thoroughly enjoy the responsibility of the leadership of DUG during this year, building upon the profound legacy of work that has already been achieved within DUG under the director of Keith Dugmore. Indeed, this year new areas of impact have come to the fore that develop the history, by applying the core philosophy of DUG to additional areas.

Paul Longley, B.Sc., Ph.D., D.Sc., FAcSS

Holds a chair in Geographic Information Science at University College London (UCL), UK. He has worked as PI of Co-I on more than 50 research grants totalling over £20 million and has supervised more than 50 Ph.D. students (most funded by research councils). His publications include nineteen books, and over 150 refereed journal articles and contributions to edited collections. He currently directs the Consumer Data Research Centre at UCL. His academic and editorial Duties include past editorship of Computers, Environment and Urban Systems and Environment and Planning B. He has also held eleven externally funded visiting appointments and given more than 150 conference presentations and external seminars.

Duncan Mann, ACA – Chief Operating Officer, Hoxton Analytics

Duncan leads the operations at Hoxton Analytics, a market-disrupting tech scale-up, providing decision tools for the physical world.

Through low-level cameras and computer vision algorithms, the system detects footsteps and movement across the floor, allowing Hoxton Analytics to count and profile pedestrians accurately and non-invasively.

This enables real-estate owners, transport operators and retailers to understand user behaviours as well as demographic insights (such as gender) without breaching customer privacy and strict regulatory frameworks such as GDPR.

Guy Lansley

Guy Lansley is a Research Associate at the UK Consumer Data Research Centre (CDRC) and the Department of Geography at University College London (UCL). His research is primarily focused on harnessing representative geodemographic insight from big consumer datasets of unknown provenance. He is also the lead organiser of the CDRC Retail Masters Research Programme which links students on Masters courses and their university supervisors with leading retail companies on projects which are important to the retail industry.

Keith Dugmore

Keith Dugmore is an Honorary Professor at the Centre for Advanced Spatial Analysis (CASA), University College London. Starting his career in 1972 at the Greater London Council, and also having worked for the commercial companies CACI and MVA Systematica, in 1998 he founded the Demographics User Group (DUG) to represent to government the interest that large commercial companies have in using public data, and handed over the reins to Tim Drye and Jan Wright in 2016. Before initiating DUG, Keith also set up the Demographic Decisions consultancy company, which carried out many projects for both commercial and public service clients, and helped to establish UCL's Consumer Data Research Centre. In 2014 Keith was awarded an MBE for Services to UK Business. He continues to serve on several committees, but is now spending much of his time establishing a nature reserve in Kent.

Christian Tonge

Christian Tonge is a former prize winner of the CDRC MSc Dissertation scheme for his thesis titled 'An Exploration of Mobile Data: Towards Proximity Based Passenger Sensing on Public Transport'. Using a large GPS and Bluetooth dataset covering 10% of the London population Christian was able to determine an OD matrix for passengers on three of London's busiest bus routes. During his thesis Christian worked in collaboration with Movement Strategies where he was later hired as a consultant. At Movement Strategies, Christian has continued to work with GPS and other mobile network datasets to develop his geospatial analytical skills and his understanding of methods for manipulating big data. During his time as a consultant he has also gained proficiency in the pedestrian modelling software and the science of people movement. Some of his key projects include working with Telefonica on the TFL Edmond project, and working as a pedestrian modeller for large transport, stadia and healthcare clients.

Anastasia Ushakova

Anastasia is a Teaching Fellow in Statistics at the University of Edinburgh. She did her MSc with an industrial partner back in 2015 and has subsequently obtained her PhD in Computational Social Science from UCL Geography and Public Policy funded by CDRC. The motivation behind her work was to explore whether there is a potential of big data to inform public policy and decision making in energy sector. She used computational statistics methods to answer these questions and worked with the largest to date collection of smart meter data. Anastasia's research interests are spanned broadly across the area of big data and new forms of data for social science research. She teaches quantitative methods to students and researchers from various backgrounds and passionate about promoting statistical methods to the new generation of social scientists.

Andy Simpson

Has 18 years of analytical experience, working in a variety of industries including utilities, healthcare and finance. He currently heads up an insight team at Virgin Media that delves into all the data around the Field operation and how they fix customers' issues with broadband, TV and Telephone services. His links with the CDRC Master's program go back to 2013 since when he has overseen 4 projects and set up a PhD collaboration with UCL.

Gillian McNulty

Gillian fell into analytics nearly 15 years ago when her inner armchair detective led her to leave the world of clinical trials and apply for a role as an intelligence analyst. After ten years of operational, tactical and strategic analysis in law enforcement Gillian decided it was time for a new challenge. The Springboard Women's Development Programme widened her network and led to a role at Boots as a Data Scientist as well as helping her appreciate how important it is to prioritise self-development in non-technical areas. While remaining in the same area of analytics within WBA, Gillian is now a CRM Manager and works with stakeholders in Boots Ireland, International Retail and Opticians. Gillian works with Emma Eatch to deliver the Inspiration in Insights programme with a vision to ensure that members of the team take custody of their own careers.

Emma Eatch

After an initial career as an aquarist with the London Aquarium, Emma fell into a career in Boots, starting as a Healthcare Assistant in stores. Emma then followed the pharmacy career path to Pharmacy Technician, before moving to a UAT test role in their support office. After making the move to a corporate role, Emma then went on to take several roles within the support office before moving into the insights team 6 years ago. Emma is now a CRM manager for Global Analytics looking after personalised communications for Opticians and Pharmacy. As well as being a self-confessed geek, Emma also has a passion for pushing the training agenda of the team, including co-founding the Inspiration In Insights programme.

Gentiana Roarson

Gentiana is leading and coordinating the National Statistician's Quality Reviews (NSQRs) ensuring that methodologies used by the GSS to produce statistics are keeping pace with the changing data sources and technologies. She is also coordinating the development of GSS Methodology Advisory Committee (GSS MAC) to better meet the needs of the GSS. Previously she has worked in Data Collection Methodology, ONS and Knowledge and Analysis Services in Welsh Government.

MapAction Liz Hughes

Liz joined MapAction in January 2013 with a background of over 17 years in humanitarian and development work with NGOs, the Red Cross and Red Crescent Movement, donors and as an independent consultant. Assignments have taken her to the Balkans, west and central Africa, the Middle East, Asia and the Caucasus. Running humanitarian programmes in complex settings like South Sudan, Liberia and Afghanistan, as well as responding to natural disasters like the Boxing Day Tsunami in 2004 and the cyclone in Mynamar in 2008, demonstrated to Liz the value of timely map and data products. A passion for volunteer based services and a desire to promote excellence in the humanitarian sector meant she needed no convincing to join MapAction when the opportunity arose.

Karl Hennermann

Karl Hennermann works as a MapAction volunteer in natural disasters and other crises around the world, managing geospatial information to facilitate location based decisions. In the past he also lead the technical team at MapAction. Karl has degrees in Geography and in Business Studies, and he has worked in the software industry, in academia, and for a European Union space programme.