

**Demographics User Group Conference**  
**The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG**  
**Wednesday 10 October 2012**

**“Retail Issues, Big Data, and Research”**

**Speakers’ Profiles**

**Michael Whitelegge (Marks & Spencer)**

Michael 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, processes and data used to understand customer behaviour. The Customer Insight Unit has the remit of providing the business with actionable customer insight based on a blend of analytical processes and research based information. During his time at M&S, Michael has been responsible for developing and implementing an Analytical Data Warehouse, a multi-terabyte data repository and associated analytical toolset.

Following his Geography BSc and Masters in Geographic Information Systems at the University of Leicester, he has held previous roles in different consultancy companies ranging between natural resources, transportation, oil and telecommunications applications spanning over 20 years.

**Matt Piner (Conlumino)**

Matt is a co-founder and Lead Consultant at Conlumino, where he helps clients understand all aspects of UK retailing and consumer dynamics. Since its inception in 2011 Conlumino has worked with more than 50 of the UK’s biggest retailers and retail stakeholders, including M&S, Asda, John Lewis, Barclays and Hammerson. In his role at Conlumino Matt oversees the production of all syndicated research. His specific focus areas include market forecasting, niche market sizing, online and mobile retail and consumer insight.

Prior to his current position Matt spent four years at Verdict where, after being promoted three times, he served as Lead Analyst. In this role he headed up production of multichannel, location and home-related reports and was responsible for presenting Verdict’s views and research to senior retail industry figures, as well as the broadcast media. Matt began his retail career with a merchandising position on Mothercare’s graduate scheme. He has a BA in English Studies from the University of Nottingham.

**Clive Humby (dunnhumby, and H & D Ventures)**

Clive Humby and Edwina Dunn are the founders of dunnhumby, the company behind Tesco’s *Clubcard*, *My Kroger Plus* and other loyalty programmes around the world. They founded dunnhumby in their back bedroom in 1989 and by the time they retired in 2011, it had grown to an organisation of 1500 people, reaching 350m customers in 25 countries.

They are now exploring the future of customer engagement with a new business – H & D Ventures. In the partnership, Clive is the ideas man, with a passion for finding the best way to engage customers in ways that drive sustainable growth and profits for brands. His work is deeply rooted in data, ever since he began his career as a programmer in Bermuda for the geo-demographics firm CACI, innovating in what has become the site location industry. Quickly rising to be CEO of CACI’s UK business, Clive soon saw the power of using data to inform relevance and personalisation for customer. After co-founding dunnhumby in 1989, Clive was responsible for customer strategy, from analysis through to the implementation of client merchandising, store operation, marketing and communication strategies

### **David Frazer (Department for Work and Pensions)**

David Frazer is a career civil servant with 26 years' experience. David graduated in 1984 with a BA (honours) degree in Economics and joined the Civil Service in 1985. He became a Government Statistician in 1986 and worked for what is now the Office for National Statistics in London and Newport on economic and social statistics; and set up new statistical enquiries into the service trades. David moved back to Newcastle in 1992 and joined the Department of Social Security, specialising in data linking and administrative sources that underpinned the development of various benefits and employment programmes.

David was promoted to the Senior Civil Service in 2000 and set up a new management information service for DWP. He became Director of Information in 2005 and Head of Profession for Statistics. Later he set up the Information Directorate and led work to transform the way that DWP delivers its information services, with more emphasis on supporting front line services. In 2011, David became Director for Information, Governance and Security, retaining his existing responsibilities and taking on new ones for departmental security, business continuity, governance frameworks and supporting the department's relationships with Arm's Length Bodies and the devolved administrations.

### **Mike Payne (Department for Work and Pensions)**

Mike Payne became a Government Statistician in 1993 after graduating with a BSc in Applied Statistics from Sheffield Hallam University. Mike's first post was in Runcorn with the then Employment Department working on the New Earnings Survey. After a spell working for what is now the Office for National Statistics, Mike moved to Sheffield to work at the Department for Education, working on the Youth Cohort Study and initial estimates of the number of young people not in education, employment or training (the 'NEET' group).

Following his transfer to the Department for Work and Pensions, Mike has worked across a number of areas including developing National Statistics on the New Deal programme and Housing Benefit claimants. Mike is currently leading a project to update DWP's Tabulation Tool.

### **Professor David Hand (Imperial College London, and Winton Capital Management)**

David Hand has held chairs in statistics at Imperial College London and the Open University. He is a Fellow of the British Academy, and has won various prizes and awards for his research, including the Guy Medal of the Royal Statistical Society, a Royal Society Research Merit Award, and the 2004 IEEE International Conference on Data Mining award for Outstanding Contributions. He served as President of the Royal Statistical Society for 2008-9 and again for 2010. He is the author of over 300 scientific papers and 25 books, including *Principles of Data Mining, Information Generation, and Statistics: A Very Short Introduction*.

David has held consultancies for numerous bodies in the public and private sectors, including serving on the statistics advisory boards of GSK and AstraZeneca, on the Methodology Advisory Board of the UK's Office for National Statistics, and as Chief Scientific Advisor to Winton Capital Management, Europe's leading commodity futures trader. He has a particular interest in the retail banking sector, and has advised most of the major banks and credit organisations in this area: "*they are a source of wonderful data sets, with tremendous opportunities for fascinating discoveries: a great playground for a statistician*". He has diverse research interests, especially in problems involving large multivariate data sets.

### **Dr. Fiona Armstrong (ESRC)**

Dr Fiona Armstrong is currently Deputy Director of Policy, Resources and Communications at the Economic and Social Research Council (ESRC). As part of her role, she has strategic oversight for Knowledge Exchange and is responsible for leading the Council's engagement with users across the Business, Civil Society and Public sectors. She has recently returned from a part-time secondment to the Technology Strategy Board. Fiona has oversight of the Council's three main Policy Committees.

Fiona has been with the Research Councils for 14 years, half of this time spent with the ESRC, however she has also worked within EPSRC, PPARC and the RCUK Strategy Unit. Within ESRC, Fiona has previously had roles as Head of the Training Team, with an oversight of the studentship application and recognition processes, and the Economy, Business and Society team which was responsible for the peer review and commissioning of research within Economics, Management and Business Studies and Sociology.

### **Professor Paul Longley (University College London)**

Paul Longley (D.Sc., Ph.D., AcSS) is Professor of Geographic Information Science at University College London (UCL). He has held 44 research grants (value in excess of £10 million) and has supervised 42 Ph.D. students – most funded by research councils, and many under CASE type collaborations with industry and government.

His published work includes sixteen books (including co-authorship of the best-selling 'Geographic Information Systems and Science') and over 140 refereed journal articles and contributions to edited collections. He is an editor of the academic journal Environment and Planning B, has held eleven externally-funded academic appointments outside UCL, and has given 150 conference presentations and external seminars. He works with Keith Dugmore on the ESRC 'Retail Research and Data' initiative.

### **Professor Peter Elias (University of Warwick)**

Peter Elias studied chemistry before undertaking his doctoral studies in applied labour economics at the University of California at Berkeley. He is a Professor at the Institute for Employment Research, University of Warwick, where he has worked across a wide variety of research areas over the last 30 years. These have ranged from the evaluation of large-scale government programmes, statistical monitoring of the status of particular groups in the labour market, the study of occupational change and the relationship between further and higher education, vocational training and labour market outcomes. Related to these research areas, he has developed methods for the measurement and analysis of labour market dynamics and has a keen interest in the classification of labour market activities.

From October 2004 Peter has acted as the Strategic Advisor for Data Resources to the UK Economic and Social Research Council (ESRC), assisting the ESRC and other research funding councils and agencies with plans to develop data resources for research across the social sciences and at the boundaries between the social sciences and other disciplines. Major new developments in this area include the 2012 Birth Cohort, the related Cohort Resources Facility, the new UK Household Longitudinal Study and the Secure Data Service.

### **Michael Flood (John Lewis Partnership)**

Michael Flood is Manager, Strategic Customer Analysis at John Lewis, who run 37 John Lewis shops in the UK, and, with Waitrose, form part of the John Lewis Partnership, the UK's largest co-owned business. He has worked in UK & European retail for more than 25 years, as an operational manager, consultant and analyst.

For the last five years, he has had responsibility for location planning within John Lewis Strategy team. Much of this role has been to understand the relationships between customer location, spend and channels at this time of fundamental change within the retail sector, driven by technological change. Michael is also a long-standing supporter of the Demographics User Group, as a means of advancing the competitiveness of UK businesses through better access to data.

### **Alistair Calder (Office for National Statistics)**

Alistair Calder has a background in commercial publishing and GIS but has worked for the Office for National Statistics for the past 15 years. Alistair has lead on Geography policy, GIS and analysis and most recently was in charge of building the national address register used as the spine of the 2011 Census. He is currently leading stakeholder work on ONS's Beyond 2011 Programme which is taking a fresh look at all of the options for the future production of population and small area socio-demographic statistics.

### **Professor Mark Birkin (University of Leeds)**

Mark Birkin is Professor of Spatial Analysis and Policy in the School of Geography at the University of Leeds. He has research interests in geodemographics, mathematical modelling, GIS and geosimulation, and leads the Geospatial Data Analysis and Simulation node (Talisman) of ESRC's National Centre for Research Methods. He is editor of the journal Applied Spatial Analysis and Policy, and a member of the editorial board of Geoinformatics and Geostatistics.

Previously, Mark was Director of the Informatics Research Institute at Leeds, and Research Director of Geographical Modelling and Planning (GMAP) Limited, in which capacity he has worked with a range of commercial and public sector organisations such as Ford Motor Co, Asda-Walmart, HBOS, GlaxoSmithKline, Exxon and the Post Office.

### **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.