

**Demographics User Group Conference**  
**The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG**  
**Wednesday 7 October 2015**

**“How can data analyses best be communicated to decision-makers?”**

**Speakers' Profiles**

**Helen Parker (Tesco.com)**

Helen developed a keen interest for geography from a young age, aided by being brought up with the Yorkshire Dales as a back yard. She then went on to study at two northern universities – Manchester and Leeds. Whilst studying at Manchester she focused on Geographical Information Systems after appreciating the importance of visualising data and mapping trends.

She then decided to follow a map to the other side of the world and travel the South Pacific after securing a place on the MSc GIS course at Leeds University. As part of her dissertation she was fortunate enough to collaborate with Tesco.com as part of the Economic and Social Research Council Masters dissertation projects. Her first taste of a DUG conference was in 2013 where she presented her project on 'How urban events impact grocery deliveries' concentrating on the Queen's Jubilee, The Olympics and The Paralympics.

Compared to past chairs, former and current DUG members Helen has only been in the retail corporate game for 3 years, all of which have been at Tesco.com. The first half of this time was spent in the Location Strategy Team as an analyst where she had a responsive role to stores' requests whilst coordinating the new stores programme with dotcom grocery requirements. She then moved into the Capacity Strategy Team where she shifted to planning the long term strategy for all channels, specifically responsible for online demand planning.

**Dr. James Cheshire (UCL)**

James' current research focus is the use of "big" and open datasets for the study of social science – a project funded by the ESRC Future Research Leaders Scheme. James is also a co-investigator in two of ESRC's "Big Data Network" initiatives – the Consumer Data Research Centre and the Administrative Data Research Centre. In addition, he is involved in a number of projects that relate to the increased use of quantitative data in the social sciences. James has published in a range of journals on a variety of topics including the use of cycle hire schemes, the spatial analysis of surnames and new ways to visualise population data.

**Alan Smith (Financial Times)**

Alan Smith is Data Visualisation Editor at the Financial Times. Previously he was Head of Digital Content and founder of the Data Visualisation Centre at the Office for National Statistics. With a background in geography/GIS, Alan's key interests include how to present complex information to wider audiences using both static and interactive/animated methods. He was appointed OBE in the 2011 Queen's Birthday Honours List for services to Official Statistics and received the 2010 Royal Statistical Society Award for Excellence in Official Statistics.

**Professor Jane Elliott (ESRC)**

Professor Jane Elliott took up the post of Economic & Social Research Council Chief Executive and Research Councils UK International Champion in October 2014. She is also a member of the Governing Board of Science Europe.

Before joining the ESRC, Professor Elliott was Professor of Sociology and Head of the Department of Quantitative Social Sciences, at the Institute of Education, University of London as well as Director of the ESRC-funded Centre for Longitudinal Studies (CLS) which manages the 1958, 1970 and Millennium Birth Cohort studies together with the Longitudinal Study of Young People in England (now known as Next Steps). In 2012 Jane became the founding Director of the Cohorts and Longitudinal Studies Enhancement Resources (CLOSER) programme. This collaboration between nine studies

aims to maximise the use, value and impact of the excellent portfolio of cohort and longitudinal studies in the UK.

Jane's main research interests include gender and employment, healthy ageing, combining qualitative and quantitative research and narrative. Her first book 'Using Narrative in Social Research: Qualitative and Quantitative Approaches' was published by Sage in 2005. Jane has also produced a second edition of the book 'Exploring Data', published by Polity Press in 2010. The first edition was originally written by the late Cathie Marsh, who taught Jane when she was an undergraduate in Social and Political Sciences in Cambridge in the mid 1980s.

### **Professor Alex Singleton (University of Liverpool)**

Alex Singleton is a Professor of Geographic Information Science at the University of Liverpool, where he was appointed as a Lecturer in 2010. Previously he held research positions at University College London, where he was also awarded a PhD in 2007. He completed a BSc in Geography at the University of Manchester, graduating with a First-class honours degree in 2003.

### **Guy Lansley (UCL)**

Guy Lansley is a research associate at the Consumer Data Research Centre (CDRC), based at the Department of Geography, UCL. His main academic interests are geodemographics and demographic data, and geographical information systems.

Guy is currently researching information which can be generated from the wealth of 'big' consumer data sets created from various different sectors. Notable contributions so far have included modelling demographic characteristics from person names using market data and administrative records, and measuring socio-economic inequalities in car model ownership in collaboration with the DVLA. Guy also works closely with open data. His previous research at UCL has focused on the utility of georeferenced social media data to retailers and marketers. This has included modelling real-time behavioural patterns from Twitter data and enhancing advanced textual topic modelling techniques to classify social media posts.

Prior to joining the CDRC, Guy was a Teaching Fellow in population geography at UCL and he still engages in teaching undergraduate and postgraduate students within the Department of Geography today. He is also currently a key organiser of the current CDRC Retail Research Masters Dissertations Competition, having himself been an entrant in the competition during its first year.

### **Bruce Jackson (ESRC)**

Bruce has worked for the ESRC for 6 years. His current role as Senior Knowledge Exchange Manager is focused on leading ESRC's engagement and partnership with business, a priority for the ESRC.

Bruce works within the Data and Resources Cluster which ensures researchers have the tools to undertake excellent social science, overseeing the development of the Consumer Data Research Centre, which is part of the ESRC's Big Data Network.

Before working at the ESRC, Bruce was Managing Director of a fast growing property management company and National Account Manager at Enterprise Rent a Car.

### **Mark Chivers (Boots)**

Blood, as they say, is thicker than water – so despite an Electronics Degree from Oxford – I, like my grandfather, father, uncle, cousin, father-in-law, and brother-in-law became a surveyor, by being sponsored by the Valuation Office. I left the V.O. to join the Research and Consultancy team of one of the West End property agents, and then moved to Boots.

Next month, will be my twentieth anniversary at Boots. I have had Director Level roles in Property, Operations, Marketing, Transformation and Commercial. At present I have the great joy of being the Director of Estates – looking after 3000 shops in the UK and Ireland and advising on another 2000 all round the world.

Boots, as part of Walgreens Boots Alliance is now the first global pharmacy led, Health and well-being Enterprise – with 370,000 employees, annual revenues of over \$100bn and businesses in 25 countries around the globe.

Cath, my wife, my two sons, Benj and Dom, my two dogs, Monty and Milo, variously all keep me sane, and insane!

### **Iain Sterland (Sainsbury's)**

Iain leads the Property Insight & Analysis Team in Sainsbury's. He has a passion for data, analytics and simplicity – in the pursuit of delivering sustainable growth through sound decisions and strategies. He's also partial to great coffee! His team help colleagues to find and value new store locations, understand how market dynamics affect the Sainsbury's estate, and relentlessly track competitor activity.

Iain has over 20 years' experience working in retail and property analytics. In 1992 he joined Boots The Chemist as an Econometrician and stayed for 9 years. During this time he developed Boots' spatial models and delivery systems for internal retail and property clients before moving on to a role in strategic consultancy within the Boots Group. In 2001 Iain resigned from Boots to start a new family business championing local organic produce and speciality foods from small local producers. Amberside Farm Shop ran for 6 years, during which time Iain re-joined Boots for a career in location research and analysis.

Current interests are open-source software, data visualisation and the application of experimental design to the development of retail formats. Perennial interests remain software engineering, predictive methods and great coffee. Iain has a degree in Economics & Econometrics from the University of Leeds.

### **Dame Colette Bowe (UK Statistics Authority)**

Dame Colette Bowe has worked in the City, in regulation and in Whitehall. She is chairman of the Banking Standards Board (BSB) and also currently chairman of the Associated Board of the Royal Schools of Music. She serves on the boards of the UK Statistics Authority, the Nuffield Foundation and the Department for Transport. She is a Visiting Fellow of Nuffield College, Oxford.

She has been chairman of Electra Private Equity plc and of Ofcom. She has also served on the boards of Morgan Stanley International, Axa Investment Managers, Goldfish Bank, the Yorkshire Building Society, London and Continental Railways and Thames Water Utilities. She was the founding chairman of the telecoms Ombudsman Service and of the Ofcom Consumer Panel, and chaired the Council of Queen Mary, University of London.

### **Deborah Davies (The Co-operative)**

Deborah has been working in location planning & insight for six years. Graduating from the University of York with a degree in Mathematics and Finance she began working for Experian in 2009. Working in the Spatial Analytics team Deborah delivered insight for various companies across a range of sectors and countries, with a specific focus on the Retail and Grocery markets. This gave her a sound grounding in customer insight, location analysis and how to present this to diverse audiences. She also learnt the value of a really good map!

Deborah moved to the Co-operative in 2013 to join their Location & Portfolio Planning team within the Food business. Her current position involves managing the Location Intelligence and Modelling teams in this area. This diverse role involves delivering location insight and competitor intelligence to functions across the Food business, as well as continually developing the tools and methodologies used by the wider team to accurately forecast new store sales.

Outside of work, Deborah has a keen interest in travelling, having previously lived in China, and sampling a variety of craft beers.

### **Lee Madden (EY)**

Lee has over 7 years' experience in Financial Services and is a Manager with EY, in their Advisory Practice. Lee's role at EY has involved him working with leading UK Banks on Risk and Performance Improvement projects where he has led analytical reviews of areas of high risk and sensitivity to enable effective risk management and decision making. Lee's role focuses on using data to remediate and improve customer experiences and he has professional interests in the development of the long term stability and sustainability of the banking sector.

Prior to EY, Lee worked at Barclays in their UK Retail Banking Strategy team where he cut his teeth on retail network analytics, customer segmentation and managing investment in UK Branch Network. He travelled the branch network extensively which developed his appreciation the importance of the 'real life context' when analysing a data set.

Lee has a long held interest in the use of data visualisation in effective decision making and is committed to developing the passions and capabilities of the next generation of analysts. He is also a frequent contributor to DUG's Linked In discussion group and is a published philosopher, writing about the value of data and evidence in argument construction for a London based philosophy journal.

### **Juan Mateos-Garcia (Nesta)**

Juan is Research Fellow at Nesta, the UK innovation foundation. Juan's job is to do research that informs better policy and practice to drive innovation and growth in the UK. Increasingly, this involves using new types of data and analytics methods.

Earlier this year, Juan worked on Analytic Britain, a policy briefing considering the implications of the data revolution for education and skills policy. The briefing was based on two reports – Model Workers and Skills of the Datavores that used qualitative and quantitative methods to examine business access to analytical skills in the UK.

Juan is an economist with an MSc on Science and Technology Policy from the University of Sussex.

### **Professor Jonathan Reynolds (University of Oxford)**

Jonathan Reynolds is Associate Professor in Retail Marketing and Deputy Dean at the University of Oxford's Saïd Business School. He is also Academic Director of the Oxford Institute of Retail Management and Fellow in Retail Marketing at Green Templeton College.

Jonathan's research expertise is in the areas of electronic commerce and multi-channel retailing, innovation & entrepreneurship in retailing, retail productivity and skills, and the role of place in marketing and retail management – in particular, the consequences for retail development and planning. He is Associate Director of the ESRC-funded Consumer Data Research Centre, a £7.9m initiative run jointly by the Universities of Oxford, Liverpool, Leeds and UCL. Most recently, he has led a European Commission Expert Group on Retail Innovation & Competitiveness. Jonathan first joined Oxford to work with UK food retailer Tesco on the application of new forms of IT, following time spent at the University of Edinburgh, with Coca-Cola, and at the University of Newcastle-upon-Tyne. He directs an annual three-day Oxford workshop on Retail Location Analysis and is co-author, with Alan Treadgold, of a forthcoming book on Navigating the New Retail Landscape (Oxford University Press).