

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

Thursday 13th October 2016

**Commercial Analysis:
Empowerment, Enquiry & Empathy
Reducing the soft skills gap**

Speakers' Profiles

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.

As a result of this background, this year, he has been delighted to take over the leadership of DUG during this year and build upon the profound legacy of work that has already been achieved within DUG under the director of Keith Dugmore.

Seth Spielman – University of Colorado

Seth Spielman is an Associate Professor of Geography at the University of Colorado and Director of the Spatial Sciences Node of the NSF-Census Research Network. He works at the intersection of Demography, GIS, and Data Science to develop new ways to understand social space. He has received a Distinguished Scholar Award from the Association of American Geographers, the Michael Breheny Prize for work in Urban Analytics, and been profiled in Science as an archetype of the new generation of data-centric geographers. Within the last few years Seth's publications have appeared in a diverse set of journals including PNAS, PlosOne, Demography, Annals of the Association of American Geographers, and the International Journal of GIS. Outside of academia Seth's professional experience has ranged from the hyper digital world of Data Science and Software Engineering for a large tech company in Silicon Valley to the insanely analog practice of being the sole proprietor of an antiquarian bookshop in Manhattan.

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 or 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.

Dr Neil Wooding

Neil is currently the Executive Director for corporate business services and development at the Office for National Statistics. He previously worked at the Welsh Government as the Director of Workforce and Organisational Development for the NHS in Wales. During his career, he has worked across the spectrum of public services building a unique portfolio of experience in the field of change and innovation.

He is a recognised performance coach and mentor working extensively across the UK to support individuals to become the best they can be.

During his career he has published a number of papers on leadership and management development and spent time at Harvard University developing new approaches to leadership learning. His current research interests include building leadership engagement, neuroscience in the workplace and conducting transformational conversations. During his career, he has worked in India and sub-Saharan Africa to promote transformational change. In a broader context, between 2001 and 2009, he served as a Commissioner for Equality and Human Rights for Wales and led a number of UK Inquiries into Part-Time and Migrant labour and Human Rights.

James Morgan

A data, analytics and business intelligence leader specialising in delivering business results, transformation and setting strategic direction in Blue Chip organisations. Implemented one of the first Business Intelligence competency centres at O2 while defining the company's information strategy and initiating its leading edge information governance capability. A fellow of the IDM and chair of the IDM's Data and Database Marketing Council, named in the Data IQ Big Data top 10 for the last 3 years, judge for the DMA and Data IQ awards and a regular speaker and panellist at industry events. Set up the initial Big Data prototype and innovation function at O2 and leading the transformation of MI at British Gas onto a Hadoop based architecture. Currently Director of Management Information at British Gas and previously led strategy, insights, analytics, CRM, information management and governance teams in the retail, financial services, telco and media sectors for organisations such as O2, BSKyB and Hutchison 3G

Fran Bennett

Francine Bennett is a data scientist, and is the CEO and cofounder of Mastodon C. Mastodon C are agile big data specialists, who offer the open source big data technology and data science skills which help organisations to realise the potential of their data, and who are currently building the Witan city data platform with the Greater London Authority. Before founding Mastodon C, she spent a number of years working on big data analysis for Google, helping them to turn lots of data into even more money. She enjoys good coffee, running, sleeping as much as possible, and exploring large datasets.

Pete Williams

Head of Enterprise Analytics at M&S is a passionate advocate for the power of data to drive better, faster decision making. Pete has over 20 years of experience helping some of the UK's leading retailers drive change and performance through data. At M&S Pete's role is to drive empowerment through a big data strategy and collaborative analytics culture.

James Gooding – Co-op

James is Modelling Manager at The Co-op (Food) in the location and portfolio planning department. This role utilises a wide range of analytical techniques to try to provide a statistical foundation for future investments.

James has recently submitted his PhD thesis which focuses on the financial viability of solar and wind energy installations across entire cities.

In addition to enjoying cooking and long hikes, he is a Huddersfield Town fan, which he'd normally keep to himself - but not this season!