Data Analysts User Group Conference 2020
CONFERENCE SPEAKER'S 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. Currently, Tim is developing Advanced Analytical solutions with the team at yellow Zebra.

He continues to thoroughly enjoy leading DUG, building upon the profound legacy of DUG's work under the leadership of Keith Dugmore. Indeed, this year new areas of impact have come to the fore. He particularly wants to support the execution of the data science apprenticeship scheme across the UK.

Mark Stern – LadbrokeCoral

A proven Analytics leader with 20+ years' experience in senior data and analytics roles in firms including GVC, Ladbrokes Coral, Betfred and Victor Chandler. Mark currently leads a team of 40 Analysts covering domains such as Sportsbook, Gaming, Compliance, Risk and Marketing analytics. His team are primarily located in Gibraltar with a few based in Hyderabad and London.

Eoin Gleeson – LadbrokeCoral

An analytical mind with 4+ years' experience in the gambling industry working with firms such as GVC, Susquehanna, PokerStars and Betsson. Eoin's vast knowledge of trading from his previous roles has brought a new dimension of knowledge to the sportsbook analytics team, where Eoin is currently working as a senior business intelligence analyst at the Gibraltar office.

Fraser Gray

A seasoned data analytics professional with 8+ years' experience with delivering data driven insights and solutions in both internal analyst and external consultant roles.
Previously working in the financial services industry with KPMG and Deloitte in London, Fraser is now based in Gibraltar where he manages a strike team of analysts at GVC Group specialising in Marketing Insights & Optimisation with a focus on CRM analytics.

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.

Dr Andrew Larner

Has a wealth of experience in transforming public services not just in the UK but internationally. He has worked with local authority models and digital technology around the world to connect councils and deliver joined up services – from China, to Hungary to India and South Africa to name but a few.

At the heart of Andrew's approach to innovation everything is designed to have a meaningful impact for residents and local business. Very often this has involved improving services and saving money – the early morning prayer at every Council meeting over the last decade.

Andrew has successfully designed and delivered some of the most complex Public Sector solutions at times of crisis and societal change which have had to bridge acute political and cultural divides to achieve success. His fingerprints can be found creating modern land ownership legal frameworks at the fall of the wall; amalgamating Councils in Northern Ireland; and preventing Public Sector property construction in the UK falling into the abyss during the last financial crisis.

Professor Sir Ian Diamond - UK National Statistician

Was the chair of the Social Security Advisory Committee (SSAC) from August 2018 to August 2019. Sir Ian, who was knighted in 2013 for his services to social science and higher education, was the Principal and Vice Chancellor of the University of Aberdeen until 31 July 2018.

- The National Statistician is the principal adviser on official statistics to the UK Statistics Authority and the Government.
- The National Statistician is Head of the Government Statistical Service and the Government Analysis Function.
- The National Statistician is also a member of the UK Statistics Authority Board as Chief Executive and Permanent Secretary.

Gary Cole

Gary is a part time volunteer advisor to DUG and support its drive for new members in 2021. Gary is reviewing the members benefits that all DUG members receive and has some good traction is adding additional benefits. Including discounted rates for sourcing proprietary data and discount codes for data, cloud and analytical tools.
In his daytime job Gary is the MD of Lumilinks a data and analytics company that specifically works in Strategy, Sales and Marketing. Helping businesses understand their target audience and how to reach them effectively. Gary previously served in the RAF for several years and first moved to technology with Rackspace.