



## **Data Analysts User Group**

**The Royal Society, 6-9 Carlton House Terrace, London SW1Y  
5AG**

**Friday 20<sup>th</sup> October 2017**

### **Data Sharing: New Challenges, Opportunities and Examples...**

#### **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.

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.

##### **Rt Hon. Lord David Willetts**

The Rt Hon. Lord David Willetts is the Executive Chair of the Resolution Foundation. He served as the Member of Parliament for Havant (1992-2015), as Minister for Universities and Science (2010-2014) and previously worked at HM Treasury and the No. 10 Policy Unit.

Lord Willetts is a visiting Professor at King's College London, Governor of the Ditchley Foundation, Chair of the British Science Association and a member of the Council of the Institute for Fiscal Studies. He is an Honorary Fellow of Nuffield College Oxford.

Lord Willetts has written widely on economic and social policy. His book 'The Pinch' was published in 2010. He has just completed a book on universities which will be published by Oxford University Press in November.

##### **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.

## **Jonathan Reynolds, MA (Oxon) PhD**

Jonathan is Director of the Oxford Institute of Retail Management and Deputy Dean at the Said Business School, University of Oxford, where he also directs the longstanding annual Retail Location & Consumer Analysis course. He is one of the leading academics worldwide in the study of the retail sector. A geographer by background, his research interests include: the role of place in marketing and retailing management; the development of electronic commerce and multi-channel retailing; innovation in retailing; and retail productivity & skills. He is Deputy Director of the ESRC Consumer Data Research Centre and is most recently co-author of 'Navigating the New Retail Landscape: A Guide for Business Leaders' published by Oxford University Press.

## **Alex Singleton**

Alex is Professor of Geographic Information Science at the University of Liverpool, where he entered as a lecturer in 2010. He holds a BSc (Hons) Geography from the University of Manchester and a PhD from University College London. To date, his research income totals around £15m, with two career highlights including the ESRC funded Consumer Data Research Centre; and the recently awarded ESRC Centre for Doctoral Training in New Forms of Data. Alex's research is embedded within the Geographic Data Science Lab ([geographicdatascience.com](http://geographicdatascience.com)) and concerns various aspects of urban analytics. In particular, his work has extended a tradition of area classification within Geography where he has developed an empirically informed critique of the ways in which geodemographic methods can be refined for effective yet ethical use in public resource allocation applications.

## **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.

## **Tom Smith - Managing Director Data Science Campus Office for National Statistics**

Tom is managing director at the UK government's Data Science Campus, which explores how new data sources such as earth observation data, images and social media can help us better understand the economy and society. A data addict with 20 years' experience using data and analysis to improve public services, Tom originally trained as a physicist with a PhD in training neural networks for robot control. Before joining government, Tom was co-founder and chief executive of OCSI, a research and data 'spin-out' company from the University of Oxford that has worked with 100s of government agencies, including leading the government's Indices of Deprivation used to allocate more than £1Billion per year. He is vice-chair of the Royal Statistical Society Official Statistics section, previously chair of the Environment Agency Data Advisory Group, and member of the Open Data User Group ministerial advisory group.

## **Paul Jackson**

Paul left teaching to work on the 2001 Census. He set up the Legal Services team in ONS and was responsible for establishing the Microdata Release Panel. Paul developed the Approved Researcher policy enacted in the Statistics and Registration Services Act. He has represented UK in Brussels and negotiated the European Statistical law and other Regulations for National Accounts, European Social Statistics, and other European statistical laws. Paul was a member of the Eurostat team that developed research access to European micro data, and was Chair of OECD's Expert Group on international collaboration on micro data. Paul was the first CEO of the Consortium of European Social Science Data Archives, preparing it for permanent European infrastructure status. Latterly Paul was Head of International Relations at UK Statistics Authority, and is now on secondment to the Administrative Data Research Network to help improve access to public sector data.

## **Darren Tucker**

Has worked in the ONS for the past 25 years in a number of varied roles. He is now leading the Commercial Data Access Team who are tasked with creating partnerships with commercial organisations to allow ONS to better access and use the wealth of non-survey data that is available. This team is relatively new having only been set up just over 12 months ago, but has made large steps forward in identifying and accessing commercial non survey data.

## **Kate Davies, B.Sc**

Worked on or with Short Term Economic Indicators for the past 10 years. Led the Retail Sales Publication team for seven of these before moving to work on a development programme for construction industry statistics, then gaining promotion returned to oversee the team responsible for Retail Sales. Throughout this time, she has provided many presentations on retail industry statistics, most notably to top UK retailers through a retail week dinner, and is the ONS spokesperson for media interviews on all Short Term Economic Indicators including retail sales.

## **Paul Holme**

With over 20-years' experience in Local Government, Paul currently leads Manchester City Council's Primary Research Team where he and his team of Researchers support all aspects of Public Sector Reform. Using evidence and data his team support a range of stakeholders across Manchester to design new ways of working, create implementation plans, and evaluate the impacts of new approaches. . Paul also works with the Greater Manchester Combined Authority's GM Digital Team where he is leading a number of projects designed to make better use of data and intelligence across the public sector, provide tools to drive efficiency and consistency across performance functions, and develop techniques to conduct complex analysis. Paul has significant experience in developing performance and evaluation methods, working with qualitative and quantitative data, engaging with stakeholders, and developing complex monitoring systems that work across local public services.

## **Chris Fuggle**

Proposition Development Manager and Product Owner within Barclays, having extensive experience leading in the SME space and supporting with product implementation.

Focusing presently on the delivery of data and insights to clients with a view to add value - highlighting a changing environment of a high street bank by name - whilst leading on colleague engagement to develop deeper understanding of our digital assets through coaching and training.

Previously hosted a series of external seminars on Cyber Awareness for banked clients and supported in the creation of the Cluster Report for Central Milton Keynes, focusing on High Growth and Entrepreneurship within the micro market.

## **Roberto Trotta, MSc(hons), PhD, FRAS, FHEA**

Roberto Trotta is a Reader in Astrophysics at Imperial College London, and a leading expert in astrostatistics—the development of advanced statistical methods for astrophysics. His research in cosmology is about analysing, interpreting and making sense of cosmological observations, in order to learn more about the properties and nature of dark matter and dark energy. His goal is to learn more about the history and nature of the Universe, by using cosmology as a Universe-sized laboratory for particle and high energy physics. His spin-off company, Data Fusion Consultants, offers data analytical solutions derived from his research.

Roberto is a passionate science communicator and the recipient of numerous awards for his research, outreach and art and science collaborations, including the Lord Kelvin Award of the British Association for the Advancement of Science and the Michelson Prize of Case Western Reserve University. Named as one of the 100 Global Thinkers 2014 by Foreign Policy, Roberto is a science communicator with a flair for radical experiments. His award-winning first book for the public, “The Edge of the Sky”, explains the Universe using only the most common 1,000 words in English.