Analytics masterclass – 19 June 2018

Marketing measurement and evaluation

Speakers

Sameer Rahman

A proven track record of leading and driving business growth through the use of multidisciplinary skills in web analytics, marketing, statistical modelling and machine intelligence (data science). Apart from being on the CIM Wales Board for 4+ years, Sameer has worked in leadership roles for various organizations during his 15+ years career; GoCompare, Lloyds TSB, HBOS and now for one of the biggest data consultancies in South West EDIT which was launched in March 2018 (is a St. Ives Plc company formed as a merger of Response One. Occam and Amaze One).

For the past three years, Sameer has been working on advanced analytics technologies including Artificial Intelligence and Machine Learning and the use of these technologies to reshape businesses. He is one of the very early adopters of these technologies and as a senior data science consultant has helped companies successfully implement these technologies to radically change their business models. His client base includes big Financial Services providers, banking institutions, retailers and travel companies.

Sameer's multidisciplinary educational qualifications include a MBA with distinction preceded by computer-science engineering degree with distinction. He also holds various Post Graduate and Graduate Diplomas in web analytics, digital marketing and data management. He is a publisher writer with his research on use of Data in Loyalty schemes published in the Oxford University Journal.

He is a thought leader, prominent blogger and conference speaker on various Machine Intelligence topics but truly believes that technology is an enabler to satisfy customer needs. His favourite line '**If your business doesn't make customers' lives easier, then you should rethink your existence'**

Paul Laughlin

Paul is the founder of Laughlin Consultancy, a business that enables companies to maximize the value of their customer insight. This includes growing their bottom line, improving customer retention and evidencing to regulators they treat customers fairly.
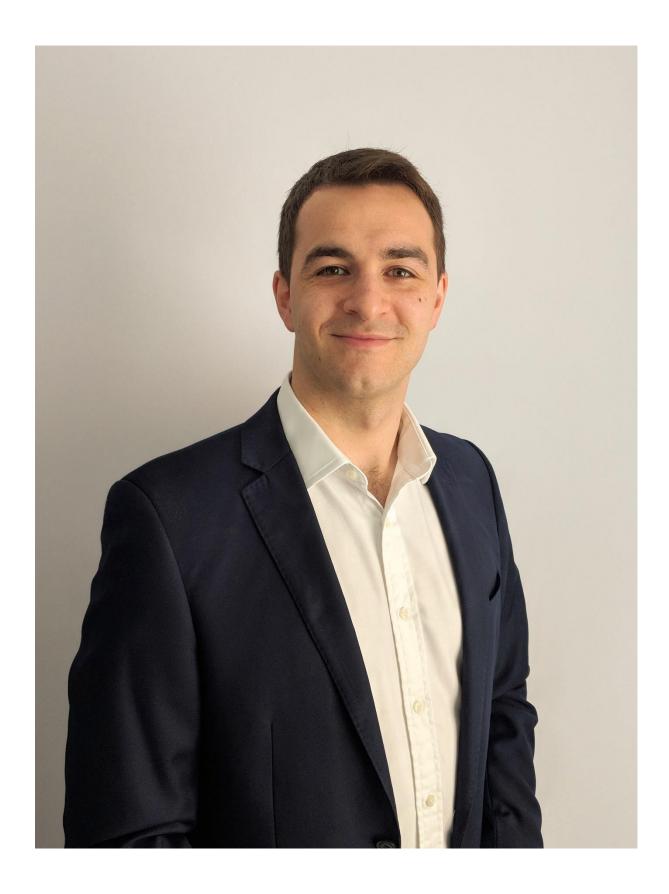
Services that are achieving this value-add include training & consultancy. He also provides executive coaching, to ensure leaders can sustain such performance themselves. The most popular training course this year, "Consultancy Skills for Customer Insight Analysts" has received rave reviews from analysts, leaders & marketers.

Former Head of Customer Insights for both Lloyds Banking Group Insurance and Scottish Widows, Paul has over 13 years' experience of creating & improving customer insight teams. Plus 25 years' experience of deriving value from data. His teams added over £10m incremental profit per annum, through improvements to customer acquisition & experience.

Kevin Crowley

Kevin is a highly experienced Business Intelligence professional specializing in leading BI & insight teams to deliver enhanced reporting capabilities and actionable insight. Currently leading the BI function for Hodge Group, Kevin works with senior stakeholders to deliver reporting, insight and recommendations for performance improvement. His previous experience includes leading the Insight function at GoCompare, and the MI functions for Allianz Insurance and Atradius credit Insurance, and his wealth of experience across different business areas prior to this including operations and IT has allowed him to build sustainable solutions across the full BI lifecycle. With significant management and leadership experience, Kevin has a Chartered Manager status through the CMI (Chartered Management Institute), demonstrating his passion to lead teams to deliver high-quality results.

Tim Wyatt

Tim is an innovative and ambitious leader in Data & Analytics with a proven track record of embedding statistical concepts into business process. Currently working as the Head of Data & Analytics for one of the UK's fastest growing FinTech companies, Sonovate, Tim has been responsible for designing and implementing the company's first data and analytics strategy. He has led the development of the businesses data warehouse and ETL processes, while overhauling the business definitions and KPIs used in reporting and analytics. '

On top of his experience in the FinTech sector, Tim has also gained exposure to the aggregator market through his time working at one of the UK's largest Price Comparison Websites, GoCompare, in a senior Data Science management position. This role involved building the Data Science capability, engagement with key internal and external stakeholders, and the development of a machine learning modelling suite designed for use in a real-time decision engine.

During his career, Tim has been able to apply his statistical capabilities to a variety of business sectors including Financial Services, Defence and Aerospace, FMCG and Pharmaceutical; this has helped bring a fresh and alternative perspective to each business he's been involved with.

He is degree educated in Mathematics, Operational Research and Statistics, a Chartered Statistician, and has been a speaker on behalf of the Royal Statistical Society (RSS) and Chartered Institute of Marketing (CIM).

Tim is a firm believer in simplicity being at the heart of analytical solutions, and that the symbiotic relationship between data and analytics is key to unlocking the potential in any business model.

Richard Pickett

Richard is the Head of Digital Analytics the Royal Bank of Scotland which serves more than 15 million customers in the United Kingdom. Responsible for the deployment of digital analytics technologies as well as running the bank's optimisation and personalisation efforts, his team's mission is to instil a data-driven, test and learn culture throughout RBS, to improve every single digital interaction for all customers. Prior to joining RBS, Richard worked at GoCompare and has also held various agency side roles helping them improve their ROI through the application of his digital analytics skills.

Sam Roberts

Sam is a Digital Marketing Consultant and Lead Trainer at Liberty Marketing. Sam splits his time between providing consultancy to SMEs on the Welsh Government's Accelerated Growth Program, running cutting edge training courses and managing analytics insights of Liberty's core client base including Crew Clothing, Pizza Express and Aviva Insurance.