

28
JUNE
2012

9:30 AM-5 PM



CREATIVITY
MARKETING
CENTRE

ESCP
EUROPE



BUSINESS SCHOOL

527 Finchley Road, London NW3 7BG

INAUGURAL CONFERENCE

BIG DATA AND MARKETING: FROM ANALYTICS TO CREATIVITY

How can a creative approach to big data dramatically improve marketers' understanding of their customers and markets for better results?

The unfathomable amounts of highly sophisticated data produced by consumers and accessible to marketers are increasingly difficult to fully comprehend and exploit. Creativity is key. Marketers must ask creative questions and imagine creative uses to extract the full value of big data.

We bring together experts from the analytics and marketing fields to help identify key opportunities, challenges and best practices, and to formulate creative approaches to exploit the full, untapped potential of big data in marketing.

CONFERENCE PROGRAM

- 09:30 – 10:00** Welcome tea & biscuits
- 10:00 – 10:10** **Chairwoman's opening remarks:** Marie Taillard
- 10:10 – 10:40** **Keynote:** Edouard Servan-Schreiber, Director for Solutions Architecture, 10Gen
- 10:40 – 10:55** Peter Abraham, Executive Vice President, Econsultancy
- 10:55 – 11:10** Max Jolly, Global Head of Digital, dunnhumby
- 11:10 – 11:25** Mark Boyt, Director of Solutions, Xerox Europe
- 11:25 – 11:55** Refreshments
- 11:55 – 12:15** **Panel 1: How to be creative at getting value from big data (practice sharing)?**
- Peter Abraham, Max Jolly, Mark Boyt, Ben Voyer
- 12:15 – 12:30** Judy Bayer, Director of Strategic Analytics EMEA, Teradata
- 12:30 – 12:45** Nick Moodie, Business Analyst, eBay
- 12:45 – 13:00** Jerome Couturier, President, 3H Partners; Associate Professor, ESCP Europe
- 13:00 – 13:20** **Panel 2: Building great creative analytical teams:**
- Judy Bayer, Nick Moodie, Jerome Couturier, Luc Osborne
- 13:20 – 14:20** Luncheon / Buffet
- 14:20 – 14:35** Nicolas de Cordes, VP Marketing Vision, Orange FT Group
- 14:35 – 14:50** Duncan Ross, Director of Data Science, Teradata
- 14:50 – 15:10** **Panel 3: Ethical and privacy issues around creative uses of Big Data:**
- Tom van Laer, Nicolas de Cordes, Peter Stephenson-Wright, Duncan Ross, Anthony Rimmer
- 15:10 – 15:25** Sabine McNeill, Founder, 3D Metrics UK
- 15:25 – 15:40** Darren Oddie, MD, Agile Customer Insights
- 15:40 – 16:00** Refreshments
- 16:00 – 16:15** Laure Reillier, Head of Seller Propositions, Europe, eBay
- 16:15 – 16:30** Max Ciferri, Partner, 3H Partners
- 16:30 – 16:50** **Panel 4: Using creativity to avoid "analysis paralysis" in marketing and sales:**
- Sabine McNeill, Laure Reillier, Max Ciferri, Darren Oddie
- 16:45 – 16:55** **Chairwoman's concluding remarks**
- 17:00 – 19:00** Wine & Cheese reception and networking

Chairperson:

Marie Taillard, MBA, PhD

Associate Professor of Marketing, ESCP Europe.
Director, Creativity Marketing Centre @ ESCP Europe

Keynote Speaker:

Edouard Servan-Schreiber, PhD

Director, Solution Architecture, 10gen



www.creativitymarketing.org



www.escpeurope.eu



More on our Guest Speakers

Marie Taillard - Associate Professor of Marketing at ESCP Europe and Director of the Creativity Marketing Centre

Marie earned her MBA from Columbia Business School and her PhD from the University of London. She specialises in studying marketing management and consumer behavior from the perspective of the communications that take place between consumers and firms, and amongst consumers themselves. Prior to her academic career, Marie had extensive experience in services marketing and in the travel/tourism industry. She held management positions for American Express, Council Travel, Club Med and Accor Hotels. She teaches in several postgraduate and executive programmes at ESCP Europe. She is the Director of the School's unique and successful Master in Marketing and Creativity, whose launch she spearheaded in 2009. She is the Director of the new Creativity Marketing Centre at the London campus and an elected member of the ESCP Europe Teaching Committee.

Edouard Servan-Schreiber - Director for Solutions Architecture, 10gen

Edouard is Director for Solution Architecture at 10gen, advising customers on how MongoDB can make their business simpler, faster, and better. Previously, Edouard was director for cross-channel analytics at Teradata, leading projects in advanced analytics and predictive modeling with customers in all heavily data-driven industries such as telco, retail, finance, high tech manufacturing. Edouard began practicing artificial intelligence and statistical learning models at Carnegie Mellon University for his bachelor's degree, before going to UC Berkeley for his PhD in Computer Science.

Peter Abraham - Executive Vice President, Econsultancy

Peter is currently a Director at Econsultancy.com, overseeing UK, MENA and Asia Consultancy and Training. He began his career as a graphic designer/art director working for various ad agencies. In 1997 he became Digital Services Director at a leading digital agency in London, heading up teams of website designers and project managers and offering digital marketing strategy, design and deployment to a range of high profile clients.

Max Jolly - Global Head of Digital, dunnhumby

Max is the Global Head of Digital for dunnhumby. He joined the company more than 12 years ago and currently holds global responsibility for the company's R&D, digital personalisation, building capability for aiding retailers and brands use customer data to win online and mobile commerce, multi-channel retailing and the digitalisation of loyalty programmes. Prior to this role he worked extensively across dunnhumby's UK and international businesses and has worked closely with both Tesco and FMCG brands in the UK.

Mark Boyt - Director of Solutions, Xerox Europe

Based at the European Head Office in the UK, Mark is responsible for Xerox Europe's entire solution portfolio across Europe, ranging from Xerox developed solutions for both office and production customers through to the portfolio of market leading third party solutions developed as part of Xerox Business Innovation Partner programme. Mark joined Xerox in 1996. He has held a number of product marketing and management positions within the company, mostly related to office printers and MFPs.

Judy Bayer - Director of Strategic Analytics EMEA, Teradata

Judy is Director of Strategic Analytics for Teradata in Europe, Middle East and Africa. She has lead and participated in advanced analytics with companies and in academia for more than 25 years. Previously, Judy taught marketing and modelling at MBA, Ph.D., and undergraduate levels at Carnegie Mellon University and New York University. She has worked with leading companies in telecommunications, banking, retail, packaged goods, computing, and insurance.

Jérôme Couturier - President, 3H Partners; Associate Professor, ESCP Europe

Jérôme is an associate professor at ESCP Europe London campus, teaching Business Strategy, International Management, and Negotiation. Prior to joining ESCP Europe, Jérôme worked with McKinsey and A.T. Kearney, where he held senior positions. He is also co-founder and chairman of 3H Partners, an international management consultancy advising multinational companies in Europe and the US.

Nick Moodie - Business Analyst, eBay

Nick leads the EU sell-side analytics team at eBay. He started out working across multiple data driven start-ups before moving on to build the analytics function at LOVEFILM prior to its merger with Amazon. His current focus is driving customer level insight across eBay's European seller base.

Luc Osborne - International Client Solutions Director, dunnhumby

Luc is a highly accomplished consultant with nine years of experience in strategic consultancy, marketing, analytics and sales force effectiveness. He has managed and delivered complex projects for FTSE 100 clients across the retail, utilities, telecoms, FMCG, finance, e-commerce and airline sectors.

Nicolas de Cordes -VP Marketing Vision, Orange FT Group

Nicolas de Cordes is Vice President of Marketing Vision for the Orange-France Telecom Group, in charge of identifying and experimenting with new business opportunities in the consumer market. Nicolas joined the group seven years ago in London, where he headed the mobile strategy practice before moving to Paris to lead the Group Strategy. Prior to that Nicolas was head of consumer marketing with Mobistar, the Belgian mobile subsidiary of Orange and a consultant with The Boston Consulting Group and with Accenture. He is also co-founder of Digital Forming a Mass customisation 3D printing service start-up based in the UK.

Duncan Ross - Director of Data Science, Teradata

Duncan is a business-focused data-miner with extensive customer relationship management experience. He has worked with a wide range of leading organisations across banking, telecommunications and government and is currently the Director of Data Science at Teradata, with a remit across all industries and the entire EMEA region. Prior to this, Duncan worked at Experian UK as their Data Director where, amongst other things, he developed their strategic Data Council.

Anthony Rimmer - Insight Director, Agile Customer Insight

Anthony has worked at Visa, American Express and Lloyds TSB across risk and marketing analytics. He has over 15 years experience of creating commercial insight services and supporting payments decision makers with simple, effective data-led insights.

Sabine McNeill - Founder, 3D Metrics UK

Sabine is a mathematician, software designer and independent web publisher. As a mature programmer, she has developed new software methods that lend themselves particularly to the analysis of big data. Of German origin, she used to diagnose software at CERN in Geneva, before moving to London as an event organiser.

Darren Oddie - Managing Director, Agile Customer Insight

Darren has held senior marketing positions at Visa, American Express, Glaxo SmithKline and Reuters. He has worked across all marketing disciplines for 20 years and has been comfortably using analytics throughout his career. He holds an MBA from the University of Cape Town.

Laure Reillier - Head of Seller Propositions, Europe, eBay

Laure is an international executive focusing on the development, marketing and management of complex consumer and business propositions in the telecommunications and internet sectors. Her experience includes nine years in senior marketing roles at an IBM software division and marketing director of a B2B software vendor. During the last three years she has acted as Head of Marketing at BT Retail Consumer in charge of the P&L for Voice over the Internet services.

Max Ciferri - Partner, 3H Partners

Max has more than 20 years of managing experience. He spent the first part of his career working for Accenture, focusing on systems implementation, turn-around projects and branch/dealer performance. After this he joined GE Capital, where he covered roles of increasing responsibility from Quality Leader to CIO and COO. Currently he is working as a consultant for 3H Partners and is also an adjunct professor at ESCP's London campus and at the Università della Svizzera Italiana in Lugano, Switzerland.