



CIM

The Chartered
Institute of Marketing

Marketing analytics and creative conference

29 September 2016

Speaker Biographies

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.

Content

"Learn the softer skills you need in your data analysts"

Paul Laughlin, MD of Laughlin Consultancy, shares his experience from helping blue-chip companies make £millions from applying analytics. He will summarize the skills Data Scientists or Analysts need to succeed. Drawing on the key lessons from Laughlin Consultancy's most popular training course, Paul shares their 9 step model for effective analysis.

Do you have the skills you need to make an impact in a business? Could consultancy skills help you better understand what the business needs and communicate your results in a way that drives decisions & action? Come along to learn more about the skills that make a difference in practice.

Daniel Lewis



Daniel is the Direct and Digital Marketing Director at Spindogs and his team is responsible for both the online and offline campaign output and regular marketing delivery for clients. Daniel is an award-winning designer and marketer with a strong background in the creative industries. Having graduated as a product designer from Ravensbourne, he developed a career in structural packaging and graphic design, and has built two successful creative marketing businesses, Lagrafica and Nuance & Fathom, with the latter having recently merged into Spindogs. In recent years, the use of data has become more and more important in delivering successful creative work, and Daniel's role ensures that data isn't simply gathered aimlessly, but provides genuine insight that fuels creative response.

Content

'What does data eat for breakfast?'

Presentation will focus on how data looks when applied to a real world project. It will take the audience through a multi touch point campaign that would have been done entirely differently in the absence of demographic analysis at the outset.

Jeff Patreane



Jeff is the founder of the creative design agency Caffeine Creative Limited—specialists in creating highly effective visual communications for print and web based around clear goals, problem solving, and the user's requirements.

A successful graphic designer for over 17 years, Jeff is particularly driven by finding creative solutions to the specific requirements of a business and its clients. He understands the balance of form and function required in the designing of business communications. He also enjoys working with other experts in their field to bring a powerful, creative, aesthetically correct, and valuable outcome to your marketing communications.

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The Jeff's talk revolves around the around the working relationship between people in marketing and those in creative. Looking at how to get the best from each other, work together not against each other and trusting each other. During the talk, Jeff will highlight how data mixes with creative thinking and how the two (often thought as disparate streams) go hand in hand in supporting each other for better customer experience.

Sally Allan



Sally completed the CIM DipM (a long time ago!) before cutting her teeth in direct marketing at EHS Brann. She spent a number of years at McCann Erikson Manchester, before returning to Cardiff in 2003 where she headed up marketing communications for Principality Building Society. With ever increasing focus on digital marketing, Sally completed a further postgraduate diploma, after which she joined fintech start-up Wealthify - an online investment service launched in April 2016 which makes investing affordable and accessible to everyone

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In start-up world, where aspirations are high and budgets are constrained, learn how the team at Wealthify used data and technology to develop their brand and website, and how they're using it to test & learn their marketing strategy, without breaking the bank! Learn how Wealthify, a new Cardiff-based fintech company is disrupting the world of investing through intelligent use of data.