Institute of Fundraising
Insight Special Interest Group
Annual Conference 2015
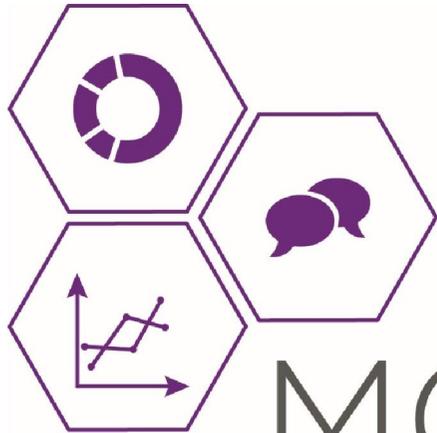
Speakers

Wednesday 18th November 2015

Jim Baggett
Chair – Insight SiG

Jim founded Wood for Trees in 2007, on the back of more than 20 years' experience in data marketing, new media and business development. Previously a founder director and owner with Occam DM Ltd. Jim is a passionate believer in the simple, powerful benefits of clear data understanding and communication. Since launch he has introduced Wood for Trees to leading organisations in the charity, financial, travel, telecoms and utilities sectors, successfully putting the case for the company's unique blend of rigorous methodology, creative thinking and no-punches-pulled analysis and feedback. In 2012 Jim picked up the Lifetime Achievement award from Database Marketing Magazine.

Mark Mina
Account Director – *fast*.MAP

Mark Mina, Account Director at *fast*.MAP, worked for over five years at Barnardo's across different marketing campaigns for a broad range of fundraising activities. He started on The Big Toddle – a short half-mile walk for children under 5 – and finished on the Cardiff Half Marathon, which was over a slightly longer distance.
It was while working at Barnardo's that Mark became an advocate of research as a means of getting consumer insight, with research helping make key decisions to increase income. As Account Director, he now looks after clients, including charities big and small, to help them get the most out of their research.

Paul Jackson-Clark
Director of Fundraising –
Parkinson's UK

Paul Jackson-Clark describes himself as a Fundraiser who meddles in data. He's been a Fundraiser since 1992 but along the way has dabbled in database design, report writing and developed a few bespoke analytical tools. Between 2003 and 2009 Paul was Head of Analysis at Marie Curie and in 2009 he became Director of Fundraising at Parkinson's UK, where over the past five years, annual voluntary income has grown from £16m to £31m. Paul's also a Trustee of the Cavell Nurses' Trust. (Whatever you do, just don't get him onto the subject of the joys of bicycle ownership.)

Mike Smith
Joint Head of Media & Public
Affairs - IOF

Mike has worked for several years in large and small charities across the sector. His background is in campaigning, communications and public affairs, most recently as joint Head of Public Affairs at Age UK. Prior to his time with Age UK he spent 3 years working with Oxfam in both government relations and public campaigning roles. He brings a breadth of experience of campaigning on policy issues as well as understanding of the challenging external environment facing charities. He takes up his post with the fundraising membership bodies on 12th October as Head of Media and Public Affairs.

David Cole
MD – _fast_.MAP

David Cole is Managing Director at _fast_.MAP, an online market research agency which uses consumer and donor insights to help clients make informed business and marketing decisions.

He has more than 20 years of experience in the direct marketing industry, as well as a range of degrees and diplomas. David was also Head of Database Marketing at The Telegraph Group, where he developed a substantial research programme.

David sits on the Institute of Fundraising Insight Special Interest Group, where he champions the value of research. David was also part of the IOF Task Group for Donor Preferences.

Symon Russell
Head of Insight – Barnardo's

Symon is a detail orientated person with a determination to consistently deliver the best possible result regardless of how demanding the assignment. His objective is to bring his knowledge of Data Analysis and passion to the fore to develop industry leading supporter focussed, fundraising activities.

Andrew Lockett
Consultant Analyst – Wood For Trees

Andrew Lockett has around 14 years' experience working in charity fundraising. This started with database management roles at WWF, moving on to provide the analytical and insight support that helped the charity double its income over a five year period. For the past three years Andrew has worked with Wood for Trees to help our clients optimise their fundraising programmes through analytical insights and \solution development.

Becki Jupp
Director of Individual Giving – Sightstavers

Becki has been a fundraiser for 15 years, across a number of charities, both large and small. She is currently Director of Individual Giving at Sightsavers and responsible for raising £30 million across a range of activities from events to legacies, in a number of countries. Before Sightsavers Becki spent several years managing the supporter recruitment programme at WWF-UK, and moved on to set up their Innovation function. She has also worked with the Alzheimer's Society and the Princes Trust. Becki joined Sightsavers in July 2012 and during that time regular giving recruitment has risen by over 400% and expanded into two new countries. The latest appeal for the organisation kicked off in October 2014 with a £30 million global target to deliver one million sight restoring operations

Ruth Smyth
Strategy & Planning Director –
Boldlight

Ruth is Strategy and Planning Director at BoldLight, an agency specialising in digital and fundraising communications, with a strong focus on developing supporter experiences by applying insight. In this role she has worked on a range of projects including developing a new outdoor learning experience for school children with WWT, improving Alzheimer's Research UK's donations process and working with several large conservation charities (including WWF, The RSPB and the Rivers Trust) to improve stakeholder communications, build digital products and engage civil society groups with Water Policy issues. In all of her work she particularly enjoys talking to and understanding the needs of people using the tools being developed.

Jonathan Moxham
Database & Marketing
Manager – British Red Cross

Jon heads up the British Red Cross Business Intelligence team and has been with the Red Cross for nearly 9 years and prior to that worked at the UK's biggest charity - Cancer Research UK. Jon is an expert in all things related to the use of data and supporter insights and has helped increase the British Red Cross income by many millions of pounds through the intelligent use of targeting, segmentation, analysis and reporting.

Roisin McCarthy
& Rachel Keene -
Datatech Analytics

Roisin and Rachel have more than 23 years of recruitment experience in the data and analytics market.
They have seen the discipline of analytics evolve to become a cornerstone of many businesses and organisations from being a subset of many department in the past. Roisin and Rachel have been fortunate to work with many of the data sectors trailblazers and their insight is unrivalled.
Having been trained as executive search consultants, recruitment is their mother tongue, however data practitioners and their environments are the areas of specialism that run throughout their careers. Over the last 15 years Roisin and Rachel have facilitated some of the most influential careers in the data world and assisted in building some of the most cutting edge teams in industry. They have worked to develop some of the most advanced data teams in the charity sector.
Datatech and its recruiters have always seen the data space as a barometer; when companies are expanding or contracting teams, it's a clear indication of movement in the wider market. They also get to monitor developments in technology and techniques and are ahead of the curve in industry trends.
Datatech has been an avid supporter of Insight SIG since its conception and are thrilled to have a platform to share their views on Recruitment and development in the sector at November's conference.

Julie Jeffes
Head of Direct Marketing –
Blue Cross

Julie Jeffes heads up the direct marketing function at Blue Cross where she has been for 14 years. She is responsible for donor recruitment and development, including legacy marketing. The combined total of these income streams accounts for 75% of all Blue Cross income. Her earlier career included a time in a business to business environment, running an out bound call operation and working for one of the biggest home shopping companies.

Andrew Sargent
Consultant Analyst – Wood
For Trees

Andrew Sargent joined Wood for Trees at the beginning of 2011, and has worked with numerous organisations both in the private and not-for-profit sector. His project experience includes creating forecasting and prediction models as well audit work understanding and interpreting new datasets quickly and thoroughly. Andrew has the ability to do this while also creating quality visualisations that add to the insights he is able to reveal through analysis. He manages several major accounts for Wood for Trees and won the Rising Star award at the 2014 Database Marketing Awards.

Jon Kelly
Strategic Analysis Director –
Wood For Trees

Jon leads the solution engineering, modelling and tool-building at WFT. His focus is on developing creative and innovative ways of delivering new analytical insights for clients, with an emphasis on making it easy to identify and access the right data. His work puts powerful information directly in the hands of those who can act most effectively upon it – producing streamlined delivery solutions that yield more cost-effective campaigns down the line.

Jon's recent work has been largely around the not-for-profit sector, helping organisations to improve the use of their marketing data. Projects have included forecasting models, behavioural prediction models, reporting suites and dashboards – all overlaid with key strategic insights.
Jon's contribution to Wood for Trees is also shaped by the scope of his career, which has included teaching and establishing his own successful travel business. His strength as an analyst is justification in itself for his place on the team; Jon's wider business and communication skills make him a unique asset.

Kerry Rock
Director of Business
Development – Prospecting
for Gold

Kerry Rock is Prospecting for Gold's Director of Business Development. She provides fundraising and market research, benchmarking and bid writing services to a diverse range of clients. Kerry has twenty years experience in research and management across the not for profit, public and private sectors. Kerry believes research is much more than data collection. The real value is in providing clients with value added analysis and interpretation that enables them to build stronger organisations.

Joe Barrell
Executive Director –
Eden Stanley

Joe is a senior communications and marketing professional with a track record of strategy development, transforming brands, and developing integrated campaigns, for major non-profit organisations both in the UK and internationally.
Now heading Eden Stanley, a strategic and creative communications agency for the non-profit sector, alongside a trustee role at Action for Children, he has board-level oversight of fundraising, communications, policy and campaigns. In addition Joe does some independent consultancy work, miscellaneous speaking appointments, and judges the PR Week Awards from time to time.

Alexander Wheatley
Research Innovator –
Lightspeed GMI

Lightspeed GMI are an online market research company, a Kantar business, specialising in quantitative research mostly within the commercial field. As part of a close-knit Innovation department run by Jon Puleston they have spearheaded research in the field of online and mobile survey design winning multiple industry awards for a vast body of work.
Alexander's research has won awards including the best paper WPP Atticus award for Research Methodologies and multiple ESOMAR acknowledgements. In presenting their findings Alexander has been fortunate enough to have been given the platform of many large international industry conferences.

Emma Harrison
Head of Global
Communications – VSO

A highly skilled professional with significant experience gained from private and public sectors. Operating at a senior level, expertise includes campaign development, implementation and evaluation; public affairs and government relations; media relations; policy and research; digital engagement and online marketing; brand development; management & budget control.
Emma has experience of devising public engagement programmes, drafting EU / UK Bills and amendments, managing complex stakeholder networks. Recent experience of branding and identity culminating in a rebrand. Celebrity management, events and fundraising.

Sarah Morgan-Davies
Fundraising Officer – Dogs Trust

Sarah is a Fundraising Officer at Dogs Trust, the UK's largest dog welfare organisation. She started her career in the charity sector in 2011, working as a Fundraising Assistant at Dogs Trust. Sarah is responsible for all direct marketing to warm supporters on the Donor Development team and has worked on appeals, catalogue, legacy and in memory fundraising.

Stuart McCoy
Data Strategy Consultant – DM Insight

After eight enjoyable years as Age UK's dedicated insight analyst Stuart set up DM Insight, a data strategy and analysis service specialising in the charity and not-for-profit sector. Since launching in 2008 he has delivered data insight and fundraising strategy projects for over 30 NfPs including Oxfam, Tate, British Red Cross, the Barbican, British Heart Foundation, Bible Society, RNIB, Scope, Cystic Fibrosis Trust and Christian Aid. Fundraising, database and analysis professionals from over 80 different charities and fundraising agencies have attended his training courses.

Lara Bonney
UK Country Director - Epsilon

Lara is passionate about data. In 1998 she was part of a data revolution for the UK: she helped to launch the first transactional data co-operative in the UK called the Abacus Alliance. Today there are over 500 multi-channel retail and publishing brands contributing fresh transactional data to the Alliance every month. This creates a vibrant source of consumer data for offline and online targeting that truly works. In her role as UK Country Director of the Abacus Alliance, Lara is spearheading solutions that extend this rich source of data to charities to plug the data gap left by the challenge of sharing donor data with third parties.

Mark Robinson
Vice President – Qbase Group

Having worked at Qbase for over 12 years Mark is proud of their achievements to become the leading Data Agency, providing services around the world. From data sourcing and list broking, to data enhancement, profiling, business insight, systems infrastructure provision and strategy development, Qbase provide the ultimate in Data-Based Marketing services.
Mark worked for 10 years on the client-side in a range of Blue Chip and medium-sized organisations - it was here that he learnt his trade, running Database and Marketing departments with P&L responsibility.
He has worked on the supplier-side for many years, developing database & direct marketing strategies for clients across all walks of life. His project and people management skills are excellent and his "real world" experience has proven invaluable. Mark specialises in the Charity sector as well as the B2B & B2C markets.

**Marina Garcia-Pinilla
Data Insights & Analysis
Manager – Macmillan**

Marina joined Macmillan Cancer Support in 2009 and since then she has created the Data Insights and Analysis function to focus on insight driven by data science methodologies to support Fundraising and Services departments.
Previously, Marina worked for 12 years in the commercial sector working in insights for agencies and industry such as Experian, BSkyB, Sainburys and The AA.

**James Lupton
Big Data Software Engineer –
M&S**

James is currently working in M&S currently involved in the design, development and delivery of Big Data solutions developed on Hadoop to enable new levels of insight and change for the business.

James has worked previously in consultancy providing Business Intelligence solutions primarily based around Datawarehousing and reporting

**Sam Stafford
Consultant Analyst – Wood
For Trees**

Sam Stafford comes to the charity sector having spent 15 years developing data-driven solutions for a range of household names, such as EE, Lloyds and Capital One
His experience is in the application of predictive analytics to a wide variety of business problems. Aside from advanced statistical modelling his portfolio of work includes the development of cold acquisition platforms, real time analytics, value modelling, retention and interaction design and planning. As a Consultant Analyst at Wood For Trees he is accountable for analysis projects across a number of major clients.

**Michael Naidu
Head of DM & Supporter
Care – Cystic Fibrosis Trust**

Mike has been fundraising since 2000 and has is still just as passionate and ranty as when he started. Mike has often tried to persuade colleagues from across fundraising, comms and campaigns that "data is fun" with varying levels of success. With an amazing team of equally passionate (but not quite as ranty) team at the Cystic Fibrosis Trust, Mike is fighting for the day when everyone living with CF can live a life unlimited by the condition

Kirsty Ramage
Head of Direct Marketing –
Diabetes UK

Kirsty is responsible for the strategic development and delivery for all aspects of individual giving, including legacy marketing and trading. Since her appointment at the end of 2012, Kirsty has led her team through two consecutive years of income growth. Prior to Diabetes UK, Kirsty has held a variety of fundraising roles across the charity and education sectors. She is a member of the Institute of Direct Marketing and a Non-Executive Director of the Lotteries Council.

James Johnstone
Research Officer – RNLI

James has been working in the RNLI's Research team for 5 years, providing market and social research across the organisation. He also manages the RNLI's *Supporter View* research panel.

Paul Seabrook
Managing Director –
Beautiful Insights

Paul Seabrook started his marketing career in the automotive industry. He witnessed first hand the power of research when involved with the launch of the challenger car brand Daewoo. A car company that asked what it's customers wanted which resulted in the UK's most successful car launch. He then oversaw the transformation of Daewoo in to General Motors and the rebrand to Chevrolet.
In 2006 he co-founded CCB Fastmap a specialist quantitative online research agency. Over the next 7 years he grew the business working with some of the UK's most successful consumer brands across multiple sectors. In 2013 he founded Beautiful Insights. A full service marketing research agency specialising in using quantitative, qualitative and community online methodologies to not only gain insights for clients but to successfully implement them,

He sits on a number of boards and committees for both profit and not for profit organisations. This includes coaching and mentoring for executive teams and start-ups.

Roger Lawson
Consultant – Roger Lawson
Consulting

After over 20 years in senior fundraising roles for clients and agencies, Roger created About Loyalty with Wood for Trees and Adrian Sargent specifically to help charities understand what drives loyalty amongst their donors. He is driven by a desire to understand what motivates donors to give to the causes they love and works with charities all over the world to help them excite, retain and grow their donors.

Selena Wark
Head of Data & Analytics –
PCUK

Selena has 15 years experience in Data Management for charities. Currently working as Head of Data and Analytics for Prostate Cancer UK she is leading a data and insight transformation project that will ensure maximum value is gained from technology and business intelligence.

Eric Hannell
Senior Product Consultant –
Tableau

Eric helps people see & understand their data. He loves talking about data visualization and does a lot of public speaking. Eric also founded and runs the data+visual London meetup.
Before joining Tableau he worked for Dow Jones in Barcelona and then London as a Product Manager.
Skills: Data Visualization, Business Intelligence, Analytics, Tableau, Python, Product Management, Solution Architect.

Victoria Barham
Freelance Analyst & Excel
Specialist – VB Analytics

Victoria has enjoyed over 15 years working within analytics across the not for profit sector and currently provides freelance analytical support with projects including data preparation and exploration, RFV analysis, Reporting and Predictive Modelling. Victoria provides the Excel training for the IoF Insight Training Schedule and is also an accredited trainer in FastStats Discoverer and Excelsior.

Geoff Ramm

Geoff Ramm is the creator and author of 'Celebrity Service' and 'OMG Marketing'. He's a multi-award winning speaker who has challenged and inspired audiences across five continents. With a genuine passion and an infectious love of his subject, he's humorous with original content and will challenge you to greater results.

Ben Rymer
Research & Insight Manager –
Age UK

Ben is the Research and Insight Manager at Age UK, the UK's largest charity working with and for older people, where he supports the Fundraising team with their research and operations. He has spoken previously on analytics for philanthropy at Institute of Fundraising and seminars and at the 2015 CASE Development Services Conference. He writes at (Fund) Raising Voices: *(https://fundraisingvoices.wordpress.com/)*

Bob Francis
Senior Insight Manager -
NSPCC

Bob Francis has been working in insight for charities for over 10 years. He has worked in several leading charities including CRUK and is presently heading up the insight function at the NSPCC.

Lee Gisbourne
Customer Journey Manager -
Qbase

Lee is a marketing and data professional with over 12 years experience. Lee is has spearheaded an insight led approach to marketing and supporter relationship management at the RNLI which has seen them dramatically improve the understanding of their supporter base, leading to better engagement and increased the potential Lifetime Value of supporters.

David Dipple
Consultancy Director –
Adroit Data & Insight

David is a co-founder of Adroit Data & Insight, and is the resident Statistical Guru. Having studied Statistics with the Open University, and been a long-standing Fellow of the Royal Statistical Society. David oversees the technical development of data solutions and delivering analysis for a range of major UK charities. He is a creative data thinker and has a wealth of experience and knowledge. David runs a number of training courses in conjunction with the insight SIG group.