

Speaker biographies



Alec Davies is a Data Scientist at Pets at Home Ltd. He holds a PhD in Geographic Data Science from the University of Liverpool. His thesis focused on applying data science and machine learning on new forms of health data. His research extended beyond this to include themes such as the exploration of grocery click and collect catchments.



Keith Dugmore started his career as a statistician way back in 1972 at the Greater London Council, and later worked for the commercial companies CACI and MVA Systematica. In 1998 he founded the Demographics User Group (DUG) to represent to government the interest that large commercial companies have in using public data.

As well as initiating DUG, Keith also set up the Demographic Decisions consultancy, which carried out many projects for both commercial and public service clients. He was made an Honorary Professor at UCL's Centre for Advanced Spatial Analysis (CASA), and helped to establish the Consumer Data Research Centre.

In 2014 Keith was awarded an MBE for Services to UK Business. He handed over the reins of DUG (now the Data Analysts User Group) to Tim Drye and Jan Wright in 2016. Keith has now retired, and is spending most of his time establishing a nature reserve in Kent, hoping to stem the national declines in numbers of nightingales and turtle doves.



Samantha Hughes is Analytics Innovation Manager at Avon. With over 15 years of experience within the data world, Samantha has a wealth of experience with data in both retail and local government settings. Her achievements within the data world see her recognised across the world as a subject matter expert (also known as an ACE) within Alteryx. She is a chartered geographer and has a passion for both spatial data and analysis. Her career has seen her take a step up into management but also a step out to analytics and supporting the organisations she works for to aim towards self-serve analytics function as she believes that data is a

key driver of insights. Samantha also supports an MPhil from Cambridge University and a First Class Honours Degree from University of East London and is an advocate



for businesses working with academia to enable partnerships that enable research and progression for both the organisation and the individual.



Paul Longley (BSc, PhD, DSc) is Professor of Geographic Information Science at University College London, where he also directs the Consumer Data Research Centre. He is a GIScientist and Quantitative Human Geographer with substantive interests in the human dynamics of urban systems. His published work includes three books (two in multiple and foreign language editions), 12 edited collections and more than 175 refereed journal articles and contributions to edited collections. He has supervised more than 60 intending PhD students, many of whom have progressed to successful academic careers worldwide. His research has developed through more than 50 research grants.



Cristobal Montt is a Graduate Analyst at Movement Strategies. Before joining Movement Strategies he trained as a Sociologist but then changed his mind and came to London to study for a Master's degree in Data Science, participating in the CDRC Master's Dissertation Scheme with Movement Strategies in 2019. Since then, he has worked mostly with mobile phone and GPS data for several clients and projects. Cristobal is currently working on a project with O2 which aims to provide real time traffic analysis for main roads in the UK and has also started creating the front-end for some of their data-led products. This year will be his first time as a mentor for a fellow CDRC student, and the project will once again be on GPS data.



Nombuyiselo Murage is a Machine Learning Engineer at Gro Intelligence - an agricultural technology company based in New York. Prior to this, she worked as a Research Data Scientist at Tamoco UK Ltd during her master's internship. She also recently graduated from the University of Liverpool with a Masters in Geographic Data Science.

Besides, her professional endeavours, she is passionate about Gender Equity. To this end, she co-founded Women in GIS Kenya with three other women to help bridge the gender divide by promoting women's involvement in the Geospatial Industry in East Africa. She is currently the Research and Development Lead at Women in GIS Kenya (WIGIS_Ke) and talked about their recent work at the [Spatial Data Science Conference 2020](#).



Dr Jonathan Reynolds is Associate Professor in Retail Marketing and Deputy Dean at Saïd Business School, University of Oxford. He is also a Deputy Director of the ESRC's Consumer Data Research Centre.

Jonathan's teaching and research focus primarily on the retail sector. He is particularly recognised for his scholarship and expertise in the areas of electronic commerce and omni-channel retailing, innovation and entrepreneurship in retailing, retail productivity and skills, and the role of place in marketing and retailing.

His views are sought after by businesses, policy makers and the media. He is heavily committed to knowledge exchange, actively seeking to ensure that his research can be widely disseminated amongst policy-makers and practitioners. While his academic expertise lies in marketing and geography, Jonathan's research activities have also extended into science and technology studies and strategic management. He has most recently been co-author of 'Navigating the New Retail Landscape: A Guide for Business Leaders', published by Oxford University Press in 2020.



Nick Samson is Associate Director at CBRE. After completing a Master's in GIS at UCL in 2014, Nick worked in the Residential Research team at Knight Frank where he was responsible for analysing trends in the property market and providing demographic analysis to the development and agency teams. In 2016 he moved to CBRE's Supply Chain & Consumer Advisory team and specialises in the delivery of consumer analytics to both occupier and investor clients. This can vary from creating store network planning tools and sales forecasting models to aid retailers' performance, to providing in-depth analytical measures of

a landlord's estate whether that be in the retail, office or industrial space.



Alex Singleton is Professor of Geographic Data Science at the University of Liverpool, where he founded the Geographic Data Science Lab. He is Deputy Director of the ESRC Consumer Data Research Centre, Deputy Director and the ESRC Centre for Doctoral Training in Data Analytics and Society and leads the University of Liverpool's 'Digital' research theme. He has attracted over £15m in Research Council grant income to date and his scholarly outputs include over 60 peer-reviewed journal papers and 5 books. Alex's research sits at the boundary

between the social and computational sciences; and has extended a tradition of area classification within Urban Analytics where he has developed an empirically informed critique of the ways in which geodemographic methods can be refined for effective yet ethical use; and how systems comprising artificial intelligence can assist in public



resource allocation applications. This research has developed from substantive interests around the social, spatial and temporal dimensions of urban systems; specifically focused on access inequalities in Higher Education, digital exclusion, aspects of retail and school commuting behaviour.



Martin Squires is Director of Advanced Analytics at Pets at Home Ltd. A senior leader with extensive experience in customer insight, marketing analytics & data science, he has been selected six times as a member of the Data IQ Data 100. Martin is an experienced customer insight, marketing analytics and data science professional, operating as a senior business leader across retail and financial services including Pets At Home Ltd, Walgreens Boots Alliance, M&S, HSBC and various parts of what are now Santander.



Christian Tonge is a Senior Consultant and people movement specialist at Movement Strategies. Since completing his CDRC Master's dissertation with Movement Strategies in 2017, he has gained experience in crowd planning and people movement consultancy while working for a number of high-profile clients across the stadia, transport, major events and civic sectors. As a CDRC alumnus, he now co-organises Movement Strategies' intake of students each year and mentors these students, providing technical advice and dissertation support.



Dr Anastasia Ushakova is a Senior Research Associate at Lancaster University currently supporting work of the LAsER (Literacy Acceleration through Scalable Research) consortium. In collaboration with an industry partner, she works on statistical methods development that can help map and understand the dynamics of change in young readers as they progress through a digital multicomponent reading supplement (ie games via reading app). Her main research experience is in the application and development of methods for large longitudinal (eg population studies) and time-series data (eg activity data), and she collaborates with researchers in social and health sciences, psychology and statistics. Beyond research, Anastasia takes pride in her active involvement in activities that make statistics and R more accessible for applied researchers through engagement in teaching and training for academic and industry communities. She did her MSc project in 2015 which led to a PhD at UCL CDRC awarded in 2019.