

AWARDS SHORTLIST



dataIQ™ AWARDS SHORTLIST 2020

In partnership with  tableau®

dataIQ™ AWARDS SHORTLIST 2020

THRIVING IN THE DATA ERA TAKES MORE THAN TECHNOLOGY

From small and medium-sized enterprises to multi-nationals, effectively getting value from your data can be the difference between success and failure. Not surprisingly, many organisations are now investing millions of pounds into digital transformation efforts.

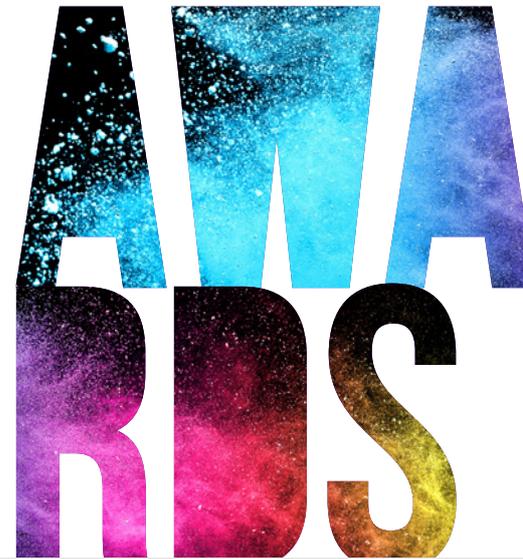
However, financial investment alone does not guarantee success. So what separates the top performers from the rest?

It comes down to culture and, more specifically, data culture. A business with a strong data culture operates an environment that champions employees who value, practice, and encourage the use of data to improve decision-making.

In its most powerful form, the spread of a data culture within a business has the potential to fuel company growth and make day-to-day tasks far simpler. With a successful data culture, people feel empowered to ask hard questions and challenge ideas. They are motivated to improve themselves and their organisation with data.

The DatalQ Awards recognise these champions and their ideas, which is why Tableau is delighted to partner with them in 2020.

Dan Pell,
UK and Ireland country manager,
Tableau



JUDGING PANEL 2020

Chair of judges

Anita Fernqvist

UK chief data officer
Zurich Insurance

Culture and skills stream chair

Daryl D'Cruz

Head of data innovation -
CMI Europe
Samsung

Trust and privacy stream chair

Kate Teh

Group legal director
Telegraph Media Group

People stream chair

Nuala Kennedy-Preston

Chief data officer
People's Postcode Lottery

Innovation stream chair

Scott Joslin

Senior VP data strategy, data,
technology, operations and
innovation
WarnerMedia

Not-for-profit stream chair

Dawn Hemingway

Head of data
NSPCC

Data for good stream chair

Wade Munsie

Global chief data officer
GSK Consumer Healthcare

Judges

Lisa Allen

Head of data
Ordnance Survey

Sanjeevan Bala

Group chief data and
AI officer
ITV

Chris Bannocks

Global chief data officer
Danone

Catherine Brien

Chief data officer
Guardian Media Group

Andy Day

Group chief data officer
Pepper Financial Services
Group

Papinder Dosanjh

Head of data science,
machine learning and AI
ASOS

Christina Finlay

Director, insight and data
National Trust

Gary Goldberg

Chief data officer, integrated
supply and trading
BP

Andy Gregory

Deputy director, data services
and analytics
Home Office

David Hayes

Chief data officer
Open University

Elizabeth Hollinger

Head of analytics and BI
Aggreko

Jon Hussey

Chief data officer
Barclays Payments

Gail Miller

Head of data
Scottish Power

Joe Nathan

Vice-president of data
Electrocomponents

Chris Parker

Associate director - data,
insight and analytics
Compare the Market

Nirali Patel

Chief data and analytics
officer
PPP Healthcare

Rachel Pillsbury

Head of insight
Riviera Travel

Harry Powell

Director of data and analytics
Jaguar Land Rover

Elaine Priest

Group chief data officer - data
and analytics
Royal Bank of Scotland

Paul Ravenscroft

Head of personalisation and
digital insights
Walgreens Boots Alliance

Martin Squires

Director of advanced
analytics
Pets at Home

Gillian Tomlinson

Director - data and analytics
Three UK



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CULTURE AND SKILLS

CULTURE AND SKILLS SHORTLIST

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Tableau helps people and organisations become more data-driven. The Tableau platform provides the breadth and depth of capabilities that enterprises need, and adapts to your environment with unmatched flexibility and choice, while meeting the toughest governance and security requirements. People love using Tableau because it is both powerful and intuitive. Tableau leads the industry with the most passionate user community, thousands of customer accounts, and a commitment to customer-focused innovation.

www.tableau.com



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Best place to work in data

Aggreko insights team

Aviva customer science team

Barclays Payments DASA

IBI

Zurich Insurance UK

Best development programme

Eden Smith Group - Nurture programme

NatWest Group - Data and analytics

Sky Betting and Gaming - BI team

Wunderman Thompson - Data and insight department

Zurich Insurance UK - Data academy

Best data story or data visualisation

Barclays Payments DASA - Barclaycard British Summertime

JLL - Global KPI project

quantLab

ABB - R2R analytics dashboard and process cockpit

Wunderman Thompson - Walmart returns analysis

Most effective stakeholder engagement

Jaguar Land Rover - MI system

Shell/Accenture - Covid-19 recovery dashboard

Vodafone - Covid-19 big data and AI response tool

WarnerMedia - International data and analytics team

Transformation with data (Client)

Aggreko insights team

Jaguar Land Rover - Covid-19 daily reporting

NatWest - Business banking customer segmentation

Riviera Travel insight, IT and business transformation teams

Sky Digital Service insight team

Samsung Europe

Transformation with data (Enabler)

ekino London - Maersk marketing transformation

Looker and Auto Trader

Anmut and Highways England

REaD Group and Marie Curie - Big SHIFT project

Code Worldwide - Ralph Lauren CRM dreams

JCURV - Direct Line Group CDO transformation

WHAT DOES IT TAKE TO BUILD A DATA CULTURE?

Trust is at the core. Leaders must trust their people to use data responsibly, people need to be able to trust the data is well governed. This trust is fostered through collaborative relationships at all levels of a business, where data insights are shared across teams.

A commitment to data needs to be evident at all levels, with executives modelling data-driven behaviour. There is an assigned executive that takes responsibility for the organisation's data use, ensuring that analytics informs critical business efforts.

A tailored talent enablement program will ensure everyone feels confident asking and answering questions with data. Executives must prioritise data skills as part of their talent strategy, both within recruitment and career progression planning.

People actively share best practice across the organisation. Most problems worth solving require data from multiple systems and collaboration across teams. To foster sharing, leaders create time and space for people to participate in data communities.

Finally, developing a data-first mindset, where people prioritise data over intuition, anecdotes and seniority, will become a catalyst for success. When a data mindset is shared, people feel comfortable challenging ideas, which leads to exploration and innovation.

These awards recognise the organisations and behaviours where this data culture is thriving.

Dan Pell,
UK and Ireland country manager
Tableau

“A data-first mindset becomes a catalyst for success”



PEOPLE

PEOPLE SHORTLIST

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Code is the data and technology division of RAPP Group which exists to help brands invent a new future for their marketing using data and technology.

Operating across Europe, North American and Asia, our clients include Best Western, Christie's, Ralph Lauren, L'Oréal and Samsung.

www.codeworldwide.com



Best data and analytics team (Client)

- Barclays Payments DASA
- Compare the Market data team
- JLL
- NatWest short-term borrowing analytics team
- Riviera Travel insight team

Best data and analytics team (Enabler)

- ekino London data and analytics team
- Howden Employee Benefits and Wellbeing data analytics team
- Intellect Design Arena
- Mango Solutions
- OLIVER data team

Data champion

- Leanne Allen, Barclays Payments DASA
- John Atkins, Shell
- Hywel Benbow, GEMS Education
- Liz Brandt, Ctrl-Shift
- Ross Hawkes, OLIVER Group
- Martin Squires, Pets at Home

New talent

- James Addlestone, Code Worldwide
- Shaun Errington, Riviera Travel
- Vlad Jiman, Pets at Home
- Sean Masters, Howden Employee Benefits and Wellbeing
- Leigh Sinton, Merkle
- David Watkins, Wunderman Thompson

Data and analytics leader of the year (Client)

- Hywel Benbow, GEMS Education
- Susie Moan, Compare the Market
- Martin Squires, Pets at Home
- Nicola Klein, Direct Line Group

Data and analytics leader of the year (Enabler)

- Ben Cockrell, ekino London
- Alan Grogan, Avanade and Accenture
- Rich Pugh, Mango Solutions

LET'S TALK ABOUT FLEX: YOU NEED TO ADAPT TO KEEP YOUR BEST PEOPLE

A motivated and appreciated workforce is a productive workforce. Is the perception that Millennials and Gen Z lack loyalty to their employers really the fault of the workplace and its lack of dynamism? The under-30s are not the only ones to feel apathetic at work, after all.

When were you last thanked by your boss and told your strengths (and quirks) help build a thriving culture? That's what makes a strong organisation - a mix of different individuals with the confidence to put their best ideas forward.

So it's the workplace and leadership that needs to change, flex and adapt. This pandemic is proving that individuals can be as productive as they were pre-Covid-19, while also achieving a far healthier work-life blend.

We as leaders need to encourage diversity and welcome challenge, especially in the world of data. Low in supply, high in demand, these young individuals are the ones pushing the boundaries.

If we want to thrive as businesses, we need our people to thrive too. That will mean flexible hours, flexible working spaces, a far more diverse workforce, less hierarchy,

cross-discipline collaboration and some fundamentals - listening and empathy, not command and control; respect, self-learning, growth and commitment.

As the individuals and teams shortlisted here know, leading with kindness will give you the positive return on investment of productivity and advocacy - a non-negotiable business case.

Carolyn Stebbings,
managing director,
Code



DATA FOR GOOD

DATA FOR GOOD SHORTLIST

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GSK is a science-led global healthcare company with a special purpose: to help people do more, feel better, live longer.

Our Consumer Healthcare business combines science and consumer insights to create innovative everyday healthcare brands that consumers trust and experts recommend for oral health, pain relief, cold, flu and allergy relief, digestive health, and vitamins, minerals and supplements.

www.gsk.com



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Data for society

Athena Swan at the Open University

EDF - Force for good

ONS Data Science Campus - Mobius project

Openreach - FND business intelligence

Transport for London - Analytics and data science team

TIBCO Software - Covid-19 Live Report

Vodafone - Malaria and Covid-19 response

Data for environment

Geolytix - Green space index

Royal Mail - Mail capture and cleanse

Data for good champion

Jamie Barnard, Unilever

Jagdish Chaudhari, TATA Consultancy Services

J Cromack, MyLifeDigital

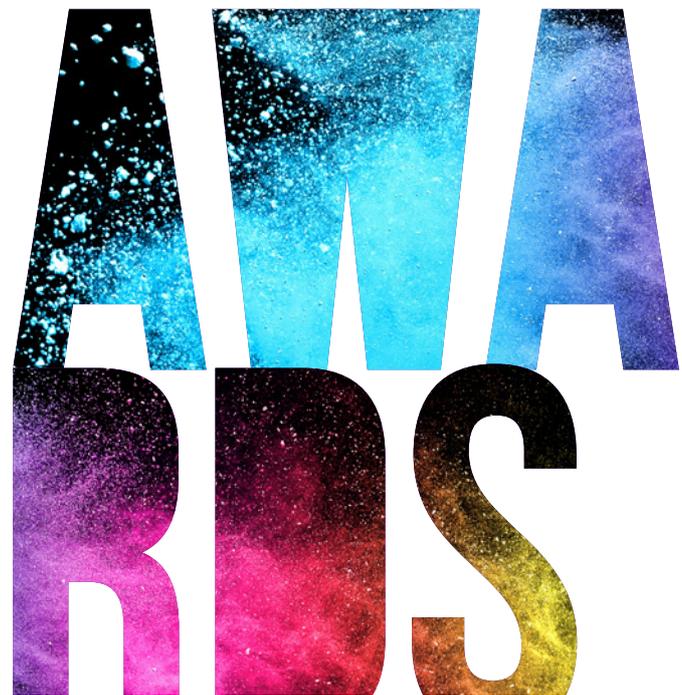
Dr Anuschka Muller, Government of Jersey

Data for wellness

Clementine

Ctrl-Shift - Mental wellbeing data mobility sandbox

Geolytix - The Co-op community wellbeing index



DATA IS FUNDAMENTAL TO THE GOOD OF US ALL

As the world has responded to the global health crisis caused by the Covid-19 pandemic, the issues around data – how to gather it, how to store it, how to interpret it, and how to make decisions from it – have come into sharper focus.

Data – particularly health data – is much more than numbers and statistics. It is precious, personal, and can tell a story about each of us individually and about the communities in which we live collectively. And in recent months, there have been calls to increase health data sharing to help tackle the pandemic and to save lives.

But we're at a tipping point. With regulators imposing stricter controls on how people's data can be used, and shifting attitudes towards data sharing, the future is uncertain.

For centuries, GSK Consumer Healthcare has used data to make scientific advances that help people all over the world live healthier lives. One billion consumers and counting. We're continuing to build on that legacy by using data to improve our research, to fuel our innovation, and to help us get our products to the people who need them faster.

We're on a journey to embed data at the core of our business, but we're doing it in a way that recognises that data isn't just good for business – it's good for humanity. Now is the time to have a conversation about the powerful good that data can do, and we invite you to be part of it.

Wade Munsie,
global chief data officer,
GSK Consumer Healthcare

“To avoid being disrupted, we must anticipate and drive change”



NOT-FOR-PROFIT

NOT-FOR-PROFIT SHORTLIST

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The DM Trust is a charity that distributes funds to projects contributing to the growth and governance of the data-driven marketing sector.

The Trust aims to raise standards across initiatives that promote responsible marketing and by supporting educational programmes that increase the skills and talent of individuals entering the profession.

dmtrust.org.uk



In partnership with



Best use of data by a not-for-profit organisation

Blue Cross - New perspectives on animal rehoming

British Red Cross - Scoring supporter engagement

National Trust enterprise analytics team

Royal Mencap Society data team

MapAction

Open University - OUNalyse



NOT-FOR-PROFIT

The DM Trust is committed to supporting initiatives that contribute to the growth and governance of data-driven marketing and has funded the Not-for-profit category to recognise excellence and build confidence and trust. By supporting this award, teams or individuals across this sector have been enabled to enter the DataIQ Awards despite the current pandemic.

The DM Trust has been established from the merger of the DM Foundation and IDM Trust to serve the whole direct, digital and data marketing industry. The main function of the Trust is to distribute funds in support of projects and activities which contribute to the future growth and governance of the data-driven marketing sector.

The Trust is a charitable organisation and is financially independent.

We are committed to supporting initiatives that further our goals and are proud to be involved with DataIQ. Recognising excellence in our industry is important in building confidence and trust.

By supporting this award, we want to ensure no team or individual is excluded from entering the DataIQ Awards due to the current circumstances.

Matthew Housden,
chair,
DM Trust

“By supporting this award, we want to ensure no team or individual is excluded from entering the DataIQ Awards due to the current circumstances”



INNOVATION

INNOVATION

SHORTLIST

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WarnerMedia™

WarnerMedia is a leading media and entertainment company that creates and distributes premium and popular content from a diverse array of talented storytellers and journalists to global audiences through its consumer brands including: HBO, HBO Now, HBO Max, Warner Bros., TNT, TBS, truTV, CNN, DC Entertainment, New Line, Cartoon Network, Adult Swim, Turner Classic Movies and others, as well as Xandr's suite of advanced advertising solutions designed to help to improve advertising for brands, publishers, and consumers. WarnerMedia is part of AT&T Inc. (NYSE:T).

www.warnermedia.com



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WarnerMedia™

Breakthrough with data

- Code Worldwide** - Ralph Lauren CRM dreams
- Merkle** - AI-Futtain auto transformation
- quantLab**
- Wunderman Thompson** - BT forecasting tool
- Wunderman Thompson** - Samsung Note 10 launch
- Wunderman Thompson** - Shell retail headroom model v2.0

Best data product/ service of the year (Client)

- BP trading and shipping** - IT and services digital, data and analytics team
- HSBC commercial banking data and analytics team** - Covid-19 dashboard
- JLL** - Automated weather-related threat alerts
- nucleus and Centrica** - The GRID

Best data product/ service of the year (Enabler)

- Ctrl-Shift** - Mental wellbeing data mobility sandbox
- Lotame** - Cartographer
- Merkle** - Missed pay project for the OGTC
- Planning Inc** - Campaign reporting suite
- PwC** - Smart credentials

Most innovative use of AI

- AI Scout**
- Merkle and Spirit Energy** - Predictive analytics for operations
- NatWest** - Data innovation group
- Open University** - Smart topic miner
- TUI Group** - Experiences recommender



DISRUPT YOURSELF AND STAY AHEAD OF CHANGE

Digital transformation has become imperative for all organisations. Delivering exceptional digital experiences to customers, clients, donors and employees require the use of a results-focused approach in bringing data into the heart of a business.

Change has never been so fast and widespread in human history and the speed of change - the rate at which consumer behaviour and technology are changing - is only accelerating.

This change is real in anything we do – from how we do business, to how we behave in society, move, learn, play, consume content. A successful approach today does not guarantee success tomorrow.

To avoid being disrupted, we must anticipate and drive change. WarnerMedia does so by listening to our customers, uncovering and

anticipating their needs, and experimenting with new solutions to address them. We all must innovate.

Data is at the heart of driving innovation, from providing evidence for a sceptical audience that a product or service offers a new solution for nagging problems right through to generating value to those organisations transforming their businesses.

To be shortlisted for a DataIQ Innovation Award is a considerable accolade. WarnerMedia is proud to sponsor this stream and celebrates these organisations that refused to ossify by adopting breakthrough and innovative uses of data.

Scott Joslin, senior vice president - data strategy, data, technology, operations and innovation
WarnerMedia

“To avoid being disrupted, we must anticipate and drive change”



TRUST AND PRIVACY

TRUST AND PRIVACY SHORTLIST

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dataIQ™ LEADERS

DataIQ Leaders is a membership programme that connects, educates and supports leaders and practitioners within data, analytics and insight roles. Our vision is to help our members better support their businesses through the intelligent use of data.

We build your membership around what's important to you, your team and your organisation, ensuring a programme that reflects your needs.

www.dataiq.co.uk/membership



In partnership with dataIQ™ LEADERS

Privacy and trust champion

- Jamie Barnard, Unilever
- J Cromack, MyLifeDigital
- Scott Joslin, WarnerMedia
- Simon McDougall, Information Commissioner’s Office
- Kate Teh, Telegraph Media Group

Best data ethics and privacy initiative

- DQM GRC and WarnerMedia
- NSPCC

Best privacy enhancing solution

- DQM GRC - BreachTrak
- IBI - Project Gold: De-identification solution
- Unicef UK - Consent and preferences building lasting, trusted relationships



TRUST IS THE CURRENCY OF THE DATA ASSET

If data really is an asset, then trust is the currency in which it is traded. Every time an individual chooses to share their personal data with an organisation, they are placing their trust in it to treat that information according to agreed terms, within the scope of regulation and with respect.

Any reasonably well-informed consumer now knows exactly where the boundaries of this data-value exchange are set. The many free services that underpin the digital economy - from social networks and video sharing to wifi and gaming - require personal data to be monetised.

That knowledge was substantially increased two years ago with the introduction of GDPR and the Data Protection Act. So, too, was an understanding of the dark side of

data exploitation, such as political micro-targeting and data harvesting.

A new balance is starting to emerge which is not simply about what the law demands, but also what is fair and reasonable. Data ethics is expanding the domain of data governance beyond compliance and into brand territory.

The organisations and individuals on these shortlists are all at the heart of managing the currency of trust. They offer new perspectives and frameworks which others who are facing challenges to their business models can learn from.

David Reed, knowledge and strategy director, DataIQ

“Well-informed consumers understand that free services mean monetised data”



Tableau helps people and organisations become more data-driven as the trusted leader in analytics. The Tableau platform provides the breadth and depth of capabilities to serve the needs of even the largest global enterprises in a seamless, integrated experience. Tableau is designed to fit, not dictate your data strategy, and adapts to your environment with unmatched flexibility and choice, while meeting the toughest governance and security requirements. People love using Tableau because it is both powerful and intuitive - and offers a fundamentally different user experience by empowering people of all skill levels to explore and analyse data using visuals and natural language. Tableau has become the standard language of analytics for modern business users and continues to lead the industry with the most passionate and engaged user community in analytics, a customer base with millions of users across thousands of organisations, and a deep commitment to customer-focused innovation.

www.tableau.com



DATA CULTURE:
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DATA ERA

[Learn more at tableau.com](http://tableau.com)