

DAN NAYLOR

*Principal Consultant
(Data)*

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PROFILE

Forensic data analysis & strategy

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Dan has worked in data analysis for 15 years, initially working on the digitisation of media evaluation from 2001. Dan was an early adopter of social network analysis and proximity marketing. From this foundation in content and behavioural analytics since 2012 Dan has focused on how data informs personalised user experiences, omni-channel marketing and content optimisation.

His role @ LAYER Digital is to support clients in their collection, analysis and usage of increasing consumer data. Giving **purpose** and **focus** to decision making across a spectrum of a consumer touch-points.

SKILLSET

Passionate about the role of data

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- Web & App Analytics
- DMP & Data Layering
- Attribution Modelling
- Data Visualisation
- Profiling & Segmentation
- Marketing Automation
- UX & Journey Analysis
- BI & Predictive Analytics

C CLIENT EXPERIENCE

Cross sector / vertical assignments

VIRGIN GROUP

2014 - PRESENT

As the data strategy lead Dan is driving Virgin Groups adoption of digital consumer modelling, content personalisation, social analysis, brand impact and operational analytics. Onsite @ Virgin HQ, Dan is currently aggregating data across a digital brand marketplace of 77m global virgin consumers.

CYCLEScheme

2012 - 2014

Apply a programmatic decision making process to optimise human decision making was the brief from the CEO of Cyclescheme. Dan devised a relational performance pyramid with a single strategic goal that cascaded through four layers of management KPIs. A live dashboard communicated variances in the customer lifecycle and the strategic impact to the operational board. Data informed, not data lead the board increased their collaboration and removed silos.

FIDELITY INTERNATIONAL

2012 - 2014

Fidelity achieved great success from their self-serve platform but growth had stalled. Dan consulted on identifying common user behaviour in highly engaged customers, which was translated into marketing mix modelling. The results was double digital improvement in the cost of acquisition

MERCEDES-BENZ COMMERCIALS

2009 - 2012

Dan delivered network analysis and proximity targeting to create a market in extreme sports. The award winning VitoSportX campaign used social media as the exclusive comms channel and gained significant market share from established VW products. The campaign still runs today and was seen as a commercial watershed for Mercedes-Benz and their adoption of social media.

R REFERENCES

Client contacts & referees

Mark Gilmore, Global Brand Director
Virgin Enterprises Ltd

Karunesh Choudhari, Head of Analytics
Springer MacMillan

Neill Emmett, Head of Digital
LeaseplanUK