

James de Souza

Co-Founder



James is a highly analytical, consumer data & retail insight obsessive

He specialises in enabling clients to cut through the complexity of data, and use it to make radically better and more informed business decisions.

Recognised in 2017 as part of DataIQ's 100 Most Influential People in Data, James has a passion for developing high-performing teams to grow value, drive capability and achieve step-change in the business's use of data and analytics.

Having led the development and global delivery of market-leading insight and retail capabilities based on huge customer data assets, James is an expert in his field. James can be found leading teams of a mix of technical and consultative skills, or delivering strategic consulting to C-level whilst not afraid to roll up his sleeves and get his hands in the data. James is able to use his technical skills to empower non-technical teams to gain from the insights and decision-making capability so often locked up in siloed datasets.

A certified Scrum Product Owner, James is an Agile evangelist and brings an iterative, MVP (Minimum Viable Product)-based thinking into the projects he is involved in. Through a career spanning technical and commercial disciplines, James is able to bring this skill to bear in helping businesses achieve long-term strategic goals whilst keeping up with the pace of day-to-day change.

James studied International Management with French at University of Manchester, UK and has worked in global roles in the US and UK.

Key Skills:

- ✓ Highly analytical mind-set
- ✓ Team development and Leadership
- ✓ Solutions Consulting
- ✓ Agile Project Management
- ✓ Certified SCRUM® Product Owner
- ✓ SCQuARE
- ✓ Advanced use of Excel inc. VBA
- ✓ SQL

EXPERIENCE:

James's experience comes from over 15 years in customer data and analytics, developing commercially-focussed insight and planning tools, leading teams bridging technical and consultative expertise

Headline Achievements:

- Strategy owner for customer data with responsibility for Customer Planning, Data Science and Insight Deployment for the UK's Post Office; leading a £2m Customer Management programme; driving digital personalisation and campaign optimisation, delivering 2x ROI. Built an Agile test and learn Analytics Centre of Excellence, enabling better customer understanding to drive 1:1/digital optimisation and inform CVPs; targeting 3x ROI
- Consulting team and solution lead for ranging delivery for UK's largest grocery multiple, increasing supplier revenues from £2.5m to £4m, delivering a step-change in capability
- Global Product Owner for \$100M flagship insight platform. Responsible for leading the work to enhance the speed, enrich the insight and increase the usability of reporting
- Programme management of UK and International engagements for world's leading 'Customer Science' consultancy

"The success of data analytics is defined by the outcomes it drives. It's only by making it all the way from the *What?* through the *So What?* to the *Now What?* that a business truly benefits from the investment."

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