



# Clive Humby

Leading Market Analyst, Former Chairman & Co-founder of dunnhumby



## CSA Celebrity Speakers Ltd

Clive Humby is the former Chairman and co-founder of dunnhumby, a leading international marketing company, providing both consultancy and facilities managed services to a broad range of blue-chip clients. At dunnhumby, Clive was responsible for working with clients on their marketing and communications strategy and dunnhumby's strategic direction. A specialist in customer retention, he is the chief architect of Tesco's Clubcard and segmentation programme.

**"Clive expertly develops highly successful marketing and communications strategies"**

### In detail

Prior to forming dunnhumby in 1989, Clive was Chief Executive of a major market analysis company. He has over 25 years experience of applying mathematical modelling methods to marketing, retail location and retail decision support. He has been responsible for the development of many major innovations in marketing segmentation and retail marketing, such as the ACORN system. Clive is actively involved with education, especially in the area of marketing technology and measurement.

### What he offers you

Clive understands what is critical to your success and his high content presentations are filled with actionable points. In a tough competitive climate in which consumers chase the best deals, Clive shows how loyalty really works and how segmentation allows you to target special offers at low cost - with maximum returns on investment.

### How he presents

His ideas are fresh and his presentations are warm, amusing and riveting. He is renowned for his clear and fluent speaking style and continues to be in great demand by corporate clients the world over.

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2008

Scoring Points: How Tesco Continues to Win Customer Loyalty

#### 2004

Scoring Points: How Tesco is Winning Customer Loyalty

### Topics

- Customer Service & CRM
- Branding & Reputation
- IT & Online Business
- Loyalty Marketing