

# JAMES HENRY OLNEY

## Data Strategy Director at Havas Media Group

Business and Information Systems  
BSC Honours, Graduated '09

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**Availability:**  
3 Months Notice

**Nationality:**  
British

**Date of Birth:**  
30 March 1986

**Location:**  
London, UK

## Bio

I am an experienced data strategist and analyst specialising in marketing consultancy, media insight, data strategy, measurement and attribution; currently working within H.M.G. Group Data and Insight.

## Experience

### Leadership

Programme managing large projects, leading teams of people

### Mentorship

Leading training and mentorship for clients and the agency

### Segmentation

Selection and segmentation from 1st and 3rd party data

### Consultancy

Running agency and client data consultancy for transformation

### DMP

Adobe Audience Manager

### Data Strategy

Complex data and platform strategy

### Audience Planning

Customer-Centric Audience planning

### Large Clients

O2 Telefonica / National Express / Land Rover

### Performance Marketing

Establishing best practice thinking, frameworks and strategy

### Reporting/BI

Design and requirements gathering, eg Tableau, Avora, chartio

### Collaboration/ Relationship Building

Establishing agency ways of working

### Business reporting and KPIs

Establishing best practice KPI setting

### Measurement Strategy

Designing complex multi-system holistic strategies

### Platform Integrations

Overseeing large platform integrations

### Forecasting and Modelling

Modelling expected return on investment

### Presenting

Presenting and communicating strategy, results and performance

### Attribution / MCA

Visual IQ, Google Analytics Premium, TVSquared

### Web Analytics

Google Analytics / Adobe Analytics

### Ad Servers

Google DoubleClick / FlashTalking

### DSPs / Buying Platforms

Various

## Relevant Recent Experience

### Data Strategy Director at Havas Media Group

*December 2016 - Present*

As Data Strategy Director for Group Data and Insight I continue to work on a number of interesting, significant and forward-thinking projects both for large clients and for the Havas Group itself - helping to develop, direct and future-proof the clients' and agency's data strategy and development.

Recently this has allowed me to lead the data strategy roadmap for some large and progressive clients, whilst also looking at how the agency model has to adapt in this new world. This has led to some interesting client and agency consultancy work looking at how Havas Media will approach the next 3 years as well as how the shape of the agency will need to change in the short to mid term.

### Senior Business Analyst at Havas Media Group - 12 Months

Working for HMG has afforded me the opportunity to work on some very interesting projects for a very large forward thinking and progressive client.

I have been central in modelling the business case, implementing and finally launching a DMP and the subsequent strategy over the next 9 months. Ultimately this caused the client to

completely rethink their marketing strategy. They moved away from 'campaigns' to 'always on programs of activity' combined with audience centric, people based, planning and media execution. I was central in defining ways of working and corresponding segmentation and data strategy.

I have also led the introduction and adoption of MCA into the organisation and agency. Through this the client has seen an evolution of how programmatic media is bought and measured in near real-time.

As clients' data needs have evolved so to do their data and measurement strategies. I have developed data strategies which are empowering the latest methods of buying media including applying data, forecasting and modelling from strategy through to evaluation.

#### **Business Analyst at Havas Media Group - 8 Months**

Worked on a large client to introduce Multi-Channel Attribution with live BI marketing intelligence dashboards.

My responsibilities included:

- Communicating and introducing the concept of MCA to key client stakeholders
- Liaising with client-side technical teams.
- Presenting and leading on-site client workshops.
- Developing and proposing new reporting KPIs and BI Dashboards.
- Developing and implementing a roadmap for introducing attribution into BAU processes.

#### **Senior Digital Analytics and Search Manager at Cogent Elliott - 4 Years**

At my position with Cogent Elliott, I developed and crafted the Digital Analytics, Search and Conversion offering from its inception four years previous.

My responsibilities included:

- Planning, specifying and implementing large web analytics integrations for example Google Universal Analytics and IBM CoreMetrics.
- Planning, designing and measuring ABn/multivariate tests.
- Advising and wire framing landing page elements and CRO tests.
- Enabling the accurate collection of custom data sets from user interactions and subsequent analysis.
- In depth research and competitor benchmarking used Experian HitWise and other industry tools.
- Analysing big data sets in order to analyse past activity in order to plan for future marketing activity.

#### **Certifications**

<b>Google Analytics Individual Qualification</b>	June 2014
<b>Google AdWords Qualification</b>	June 2014
<b>Visual IQ Certification</b>	October 2015

#### **References**

References available on request.

#### **Education**

**University of Oxford Brookes**, Oxford – Business and Information Systems BSC (Hons) '09  
**City of Bristol College**, Bristol - Information Communication Technology

#### **Outstanding Commitments**

No outstanding commitments. 3 Month Notice Period.