

ANNABEL ATKINSON

SUPPORTING STATEMENT

I'm an articulate, focussed and multi-disciplined data, analytics & marketing professional with over 15 years' experience and a demonstrable capacity for managing complexity. Hands-on and detail-oriented with experience of acquisition, governance and integration initiatives across several global brands and large contact datasets (c.20M). A global operator within multi-disciplinary teams with functional expertise across all key business areas. I'm an agile and effective communicator with a strong development focus, now seeking a data-centric CRM and/or Marketing role within a progressive environment.

With significant experience as both as a marketing data practitioner and strategist, I have seen first-hand how the explosion in data, technology and digital has been a major factor in driving massive organisational transformation. I have been fortunate enough to play an integral role in data and technology capability advancement and transformation of Marketing within a FTSE 100 organisation. With over 16 years' experience as both a data practitioner and strategist, I am looking for an opportunity that affords me professional growth within a progressive environment where I can foster a data culture for good.

I left my role within an area of the RELX Group at the end of September 2018. Over the last year, I was largely focussed on steering GDPR remediation, setting the strategy for the business' core data operations function and developing the 2-year marketing-technology strategy. Increasingly unusual in the private sector, I had purposefully sought to stay in one organisation, developing a deep understanding of the business across its 6 major verticals with differing business models and supporting professionals across a range of industries from financial compliance and employment law to the agricultural supply chain and global energy and petrochemicals. However, I had entered my 11th year in the organisation and having benefited from the evolving landscape over that time, I was motivated to build on my experience within a new setting and with fresh challenges.

With experience of training non-technical team members and broader marketing community members on global privacy regulations, SQL data-querying, data segmentation and marketing systems (marketing automation and CRM primarily), I traverse comfortably the technical/non-technical divide – finding myself squarely between the two on more than one occasion. Similarly, whilst strategically minded I am unashamedly 'geeky' and as happy hands-on in the detail as I am capable considering an opportunity from an elevated position and developing strategies to deliver organisational goals.

I cultivate stakeholder relations across the full range of organisational functions and develop effective partnerships through demonstrable expertise, positive behaviours and clear, confident communication. In the last year, I have had to build consensus amongst CMOs, Global Privacy Counsel and Senior Technology and Compliance Leaders with contrasting agendas whilst developing their confidence and maintaining a clear course through a period of organisational change. Reporting to the Exec as part of the wider RELX GDPR remediation programme and often acting as an interface between technology, legal and business teams, my capacity for translation, pragmatic and commercially aware presentation, and convincing propositions was critical in securing buy-in for impactful risk mitigation measures in 2018 following the enforcement of GDPR.

I am committed to continuing my professional and personal development which enables me to broaden knowledge and expertise into the ever-changing technical/practical areas of data e.g. analytics practice or privacy regulation but also in ways of working e.g. agile methodologies. Most recently, I have been building Python knowledge and skills and developing a deeper understanding of data ethics in the context of the massive volumes of data that are collected about individuals today. To further these endeavours, I'm an active member of several professional data and privacy communities in order to stay abreast of technological and regulatory data developments.

During the last quarter of 2018, I have spent a couple of days each week working at The Rainbow Trust Children's Charity on a voluntary basis as a data consultant. Showcasing tools and techniques that could help the charity understand their supporter audience better, I drove the implementation of derived data attributes enabling a better baseline of supporter numbers and their engagement in the CRM application.

An area of data strategy that I'm particularly interested in is the often-perceived dichotomy between data governance and data democratisation that can be found often within an organisation. Whilst true data democratisation is only achievable when organisations' data governance frameworks are effectively established, the right balance of governance alongside data empowerment is central to creating strategic value.

With the trend towards increasing privacy regulation and individuals' growing awareness of the vastness of their data footprint, harnessing data to drive value must be underpinned by service excellence. By adopting a responsible, transparent and innovative data culture, I seek to deliver world-class operations, contributing to services people trust, enabling accurate and ethical decision-making and driving meaningful change.