

Matthew Purtill

Experience

May 2018 – Today Consumer Insight Manager at London & Partners

- Lead analyst for leisure tourism. I provide tourism industry commentary to our commercial partners and strategic intelligence to our internal teams.
- Insight presentation in the form of monthly webinars, in-person presentations, and monthly reports on key tourism indicators.
- Manager of the London Attractions Monitor – a project tracking admissions across 50 London visitor attractions. This has grown to a weekly benchmarking monitor to monitor reopening after the coronavirus pandemic.
- Pioneered new approaches for insight outputs, including a focus on immediate and future-facing industry indicators, interactive data reporting and self-service insight.

Aug 2015 – May 2018 Business Insight Analyst at London & Partners

- Produced research reports promoting London for prospective investors, including successful FDI wins from major US tech and European retail companies.
- Projects included comparative analysis of the European FDI landscape in the wake of the EU referendum, which was well-received and shared within HMG.
- Joined in Feb 2015 as an intern working on FDI propositions.

Feb 2014 – Jun 2014 Analyst at Source8

- FTC as project manager for an international IT rollout project in UK consulate offices. Directly managed more than 30 rollouts across Europe.

Education

2010 – 2013 St. Catherine's College, University of Oxford

2:1 BA Philosophy, Politics and Economics

Final papers taken in Economics and Politics, including Quantitative Econ. and Econometrics.

Voluntary Experience

2010-2017 Education Partnerships Africa

- Multiple positions over eight years, including two-year term on Management Committee with responsibility for operations in Kenya and Uganda.
- Based in Kenya for the full duration of 2013's project. Managed a team of 20 volunteers investing more than £40,000 in the area around Kakamega county.

Software Skills

- **Advanced Microsoft Excel**
- **Tableau Desktop/Google Data Studio:** Interactive dashboards, visualisations and geospatial data mapping.
- **R:** manipulation of large data sets, modelling data, GIS visualisations and interactive visualisations.