

Martin Hayward joins The KPMG/Ipsos Retail Think Tank

Submitted by: 2thefore

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The latest member to be appointed to the KPMG/Ipsos Retail (<http://www.retailthinktank.co.uk>) Think Tank is Martin Hayward, following the retirement of Professor John Dawson, Emeritus Professor of the University of Stirling.

Martin is the founder of HAYWARD Strategy and Futures, providing strategic marketing advice to the Loyalty, Retail, Insight, Financial Services, Telecoms, Media and Consumer Goods industries.

An acknowledged thought leader in the future of customer data, insight, loyalty and marketing, Martin was previously Director of Strategy and Futures for dunnhumby, at the heart of the development of the innovative use of detailed customer data for marketing and communications.

“This is a very interesting time to be invited to join the Retail Think Tank, as both consumers and retailers face up to the new realities of a world where growth is hard to come by,” says Martin. “After a sustained period of debt-fuelled expenditure, where even average retail offers were able to post good year on year results, the difference between those who really understand the consumer and those who don't will become ever more apparent, and I look forward to working with the Retail Think Tank to help the industry decipher where the real opportunities and threats lie for the future.”

Commenting on Martin's appointment, Dr Tim Denison, Head of Retail Intelligence at Ipsos Retail Performance and co-founder of the Retail Think Tank, says: “The RTT is delighted to have Martin on board and we look forward to his input. Martin is well known in the retail sector as a free-thinker and thought leader. His knowledge, experience and foresight of UK consumer behaviour will be very valuable to us as well as those who follow the work of the RTT.”

During Martin's six years at dunnhumby the company grew to be the world leader in the management and translation of vast behavioural data sets, particularly in the retail and FMCG sector. His previous position was as Executive Chairman of The Henley Centre, WPP's leading Strategic Marketing Consultancy.

Prior to joining The Henley Centre, Martin was the founding Managing Director of BBH Futures, the strategic consultancy arm of the Bartle Bogle Hegarty Advertising Group. He was also Head of the Marketing Services Department for Mercury Communications, during which time Mercury was voted Brand of the Year. Martin began his career in Account Planning at Ogilvy and Mather.

He recently published a new book “Any Colour You Like As Long As It'sAny Colour You Like”, exploring the future of customer data and insight.

Ends

Note to Editors:

Members of the RTT are:

Nick Bubb, Independent Retail Analyst
Dr. Tim Denison, Ipsos Retail Performance
Helen Dickinson, KPMG
Neil Saunders, Conlumino
Richard Lowe, Barclays Retail & Wholesale Sectors
Vicky Redwood, Capital Economics
Mark Teale, CB Richard Ellis
Martin Hayward – Hayward Strategy and Futures

The intellectual property within the RTT is jointly owned by KPMG (www.kpmg.co.uk) and Ipsos Retail Performance.

First mentions of the Retail Think Tank should be as follows: the KPMG/Ipsos Retail Think Tank. The abbreviations Retail Think Tank and RTT are acceptable thereafter.

The RTT was founded by KPMG and Ipsos Retail Performance (formerly Synovate) in February 2006. It now meets quarterly to provide authoritative 'thought leadership' on matters affecting the retail industry. All outputs are consensual and arrived at by simple majority vote and moderated discussion. Quotes are individually credited. The Retail Think Tank has been created because it is widely accepted that there are so many mixed messages from different data sources that it is difficult to establish with any certainty the true health and status of the sector. The aim of the RTT is to provide the authoritative, credible and most trusted window on what is really happening in retail and to develop thought leadership on the key areas influencing the future of retailing in the UK. Its executive members have been rigorously selected from non-aligned disciplines to highlight issues, propose solutions, learn from the past, signpost the road ahead and put retail into its rightful context within the British social/economic matrix.

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