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| 15 Otitori Bay Road  Titirangi, Auckland | Corrin Lakeland | | | | | +64 21 467784  corrin.lakeland@cmeconnect.com |
| I believe data should be used to drive business decisions. This requires identifying what facts will lead to different decisions, building trust that the data is accurate and automating as much as possible so decisions can be made cheaply and quickly. My skills are in the intersection between running a business, finding insights in data and automating processes. I love coaching people and helping a team develop – my strong preference is to help increase the team’s delivery speed rather than delivery of a particular project. | | | | | | |
| Employment | | | | | | |
| Co-Founder | CME Connect | | | | | 2013 - present |
| * Gerry and I founded CME in 2013 because we felt organisations outsourced too much of their direct marketing, and that we would be able to develop the technology and processes to bring this in-house. Gerry focused on CME’s core technology while my role has been working with each client to get the most out of it. * I work inside organisations and help build their capacity to deliver customer analytics. I help out wherever needed including: analytics strategy, architecture, training, building a foundational layer, and the delivery of key projects * Most of my work has been helping clients with the delivery of a projects in the areas of marketing automation, analytics data marts, and data science. The ‘Major Projects’ section on the next page gives specific examples. * I am comfortable with everything needed to bring a project to life, both providing the vision and working with sponsors, as well as the technical delivery of programming, machine learning and data insights. Recently I have spent the majority of my time in project management and analytics architecture. I step in to whichever role I can make the most difference. * Outside of delivering projects, my role includes all aspects of keeping CME running including sales, HR, finance and operations. Sometimes clients just need me, and at other times I will assemble a team to deliver a larger project. * I have also helped take several of these projects from one-off custom solutions to a SaaS offering. Producing SaaS has involved generalising solutions, and developing their business models | | | | | | |
| Insights Manager | **Affinity ID** | | | | | 2011– 2013 |
| * Affinity is a leading data driven marketing agency * Technical Lead of the customer insights and business intelligence team. * Developed the team from 4 to 12 direct reports * Responsible for quoting and delivery * Lead consultant on advanced analytics, big data and similar projects | | | | | | |
| Data Manager | | | Snapper | 2010 **–** 2011 | | |
| * Built the data warehouse, used it to identify the main causes of revenue leakage | | | | | | |
| Senior Data Miner | | Loyalty NZ | | | 2007 **–** 2010 | |
| * Brought advanced analytics capability in-house | | | | | | |
| Computational Statistician | | **Datamine** | | | 2006 – 2007 | |
| * Developed custom marketing technology solutions for many of New Zealand’s large companies | | | | | | |
| Education | | | | | | |
| Dunedin, NZ | **University of Otago** | | | | | 1996 – 2005 |
| * PhD in Text Mining. * B.Sc (Hons) in Computer Science * Graduate Coursework: Most aspects of what is now called Big Data. Artificial Intelligence, Neural Networks, Genetic Algorithms, Machine Learning, Statistics, Databases * Undergraduate Coursework covered all aspects of computer science along with statistics, mathematics and some linguistics. | | | | | | |
| Major Projects | | | | | | |
| These projects give a sense of where I normally get involved. Most of these projects were team efforts, with my role varying between product owner, architect and developer. | | | | | | |
| * Relevancy Engine (2020). Helped build a next-best-conversation and price recommendation system for Countdown. Every customer is sent offers tailored to their interests and price elasticity. * Feature Library (2020). Standardised and centralised definitions of key business metrics. Incorporated a data lineage and governance framework. * Spatial Modelling (2019). Site recommendations, catchments, optimal network design and new site sales forecasts. Similar projects for both NZHL and Countdown. * Product Ranging Recommendations (2018). Recommending changes to store ranging. Product Sales forecasting . Identifying products where customers rely on affordable pricing. * Farmer Services Datamart (2017). Developed a datamart for Fonterra so that less technical users could build reports. Integrated Salesforce, Google Analytics, Surveys, and LINZ maps. * Marketing Automation (2016). Product owner for the marketing automation system CME developed to support our clients including: friendly portal, approval system, next best message, email delivery, product selection, effectiveness reporting, etc. * Animal Welfare (2015). Designed an early warning system for identifying struggling farmers and scheduled support services * Customer Complaints (2014). Helped BNZ build a system for predicting which customer interactions would lead to complaints using text being entered in the CRM system * Messaging Engine (2014). Designed a messaging engine for Fonterra so that farmers could be told the most important messages rather than drowning in information. * Sentiment Monitor (2013). Automated monitoring and analysis of feedback including telephone call sentiment and topic analysis. Used to help executives understand how farmers are feeling * Specials Optimisation (2012). Improved Countdown’s product selection so that people would be offered products based on similar products. Developed over 30,000 propensity models along with processes for monitoring model accuracy and refreshing models. * Voice of Customer (2012). Designed audience selection process so that Westpac could assess how their staff were tracking against KPIs while minimising the number of unnecessary customer surveys. * Customer Persona Development (2011). Posters for helping Countdown staff understand their customers. Used to give non-marketing staff an understanding of how diverse customers are. * Route Optimisation (2011). Identified which buses were consistently running late and which spent too long sitting idle as part of a larger project by NZ Bus * Website and Mobile App DB (2011). Developed the backend database used by the web services to answer balance and transaction queries. * Financial Discrepancies (2011). Identified why Snapper had less money in the bank than management reports said it should have. Developed processes for catching and acting on errors. * Marketing Effectiveness (2009). Standardised process for measuring campaign effectiveness and made reporting ROI standard practice * Analytics Datamart (2008). Developed a standard model for identifying the best prospects for direct marketing so that small players such as Carpet One and Air NZ Holidays could identify hot prospects * Media Effectiveness (2006). Measured effectiveness of various channels for Tower and recommended changes to media buying including increases in sponsorship and reduction in TV advertising. | | | | | | |
| Recent Major Clients | | | | | | |
| **BNZ**: Customer research  **Fonterra**: Data warehouse development, Ad-Hoc insights, Sentiment monitoring  **Foodstuffs:** Market Sizing, Financial Modelling  **High Performance Sport:** Athlete Performance, Topic Analysis  **NZHL**: Market Sizing  **New Zealand Rugby**: Marketing automation, fan profiling and segmentation  **Woolworths**: Customer Analytics, Data Model development  **Other interests**  I have played board games for many years. I played to an international level while at university, including representing New Zealand on several occasions, but have gradually got weaker due to not spending enough time studying.  I have recently taken up sport (Ultimate Frisbee). Most of the players are half my age and I enjoy pushing myself in an area where I have less natural ability.  My wife and I own and operate two other businesses (Morris Sheetmetal Works and Massey Smiles). These have given me a much broader understanding and appreciation of small business. My role has mainly been strategy, technology and finance.  I help organise New Zealand Analytics events with the primary goal of growing the analytics community. I think many analysts are introverted and events give people the opportunity to stay connected regardless of the company they are working for.  I volunteer as a consultant for iMoku, a telehealth provider, where I have helped architect the data model, and set up their analytics and reporting capabilities. I believe that the current model of going to see a doctor is inefficient, and that centralising health data presents excellent opportunities to identify epidemics. | | | | | | |