

Clive Humby OBE

Data analyst, chief architect of Tesco's Clubcard

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About

Clive Humby is the former Chairman and co-founder of dunnhumby, a leading international marketing company, providing both consultancy and facilities managed services to a broad range of blue-chip clients. Clive Humby and wife Edwina Dunn started their business in their back bedroom in 1989 and by the time they retired in 2011, it had grown to an organisation of 1500 people, reaching 350m customers in 25 countries.

Humby and Dunn pioneered the use of data analysis for customer benefit and Clive was responsible for customer strategy, from analysis through to the implementation of client merchandising, store operation, marketing and communication strategies. A specialist in customer retention, he is the chief architect of Tesco's Clubcard and segmentation programme.

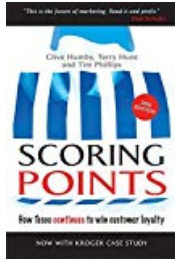
Clive co-authored 'Scoring Points: How Tesco is winning customer loyalty' which details how the supermarket giant harnessed technology to reinvent itself and analyses its relationship with customers. As well as dominating the grocery sector in Britain, Tesco has become the world's largest online grocer and a global retailer selling everything from travel insurance to televisions.

Clive Humby was awarded an OBE in the 2019 Queen's Birthday Honours list for services to Data and Business in the UK.

Video



Books and DVD's



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