

Keyword: Mark Roy

Orr to head Read Group's Scientia Data subsidiary

LONDON - Dawn Orr, former Acxiom managing director, has been hired to head Scientia Data, The Read Group's new subsidiary. Scientia, which is Latin for knowledge, science and skill, will deal with lifestyle and transactional data, analysis and research.

The company will be based at London Bridge, sharing Read Group facilities with UK data bureau Meta-morphix.

Mark Roy, The Read Group's chief executive, said: 'As with our recent acquisition of leading UK data bureau, Meta-morphix, The Read Group continues to buck the recessionary trend by displaying phenomenal growth over the last 18 months. 'Having been a Dawn Orr fan for many years, I'm thrilled that she has agreed to bolster the already considerable talent pool here at Read by becoming MD of Scientia. '[She] has always set the 'gold standard' for consumer data and analysis here in the UK.' After cutting her teeth at Emap Direct, Orr became a director of ICD (now Experian), NDL International and Claritas before launching Naviant Europe, an online specialist operating across the UK, France and Germany.

She then became managing director of Consodata UK and subsequently managing director and group leader of Acxiom UK Data. Orr said: 'As everyone who knows Mark will attest, as is his usual wont, he made me an offer I simply couldn't refuse. 'Realising the still-untapped potential of combining highly active lifestyle and transactional data across all channels has always been a great passion of mine, so my aim with Scientia is to provide a more tailored and relevant service through which clients can exploit some exciting and lucrative data-based opportunities as well further expand the reach of The Read Group's offering.'

<http://www.brandrepublic.com/Discipline/DirectMarketing/News/871143/Orr-head-Read-Groups-Scientia>