

Keyword: The REaD Group

REaD Group hires Dawn Orr to head Scientia Data

LONDON - Data management company, The [REaD Group](#), has created a new subsidiary called Scientia Data that will be led by Dawn Orr, the former managing director of Acxiom.

Dawn Orr

Scientia Data will be based at London Bridge, sharing Group facilities with its data Bureau meta-morphix. Latin for knowledge, science and skill', Scientia will concentrated on combining lifestyle and transactional data across a number of channels.

[REaD Group](#)'s CEO Mark Roy said of Orr's appointment as managing director of Scientia Data: At Scientia, Dawn will be offering an unrivalled degree of active prospect data and bespoke customer modelling sophistication - one that can cost-effectively bolster companies' datasets and add considerably to ROI in what is otherwise a difficult economic climate.'

Orr began here career at Emap Direct and went on to become a director of ICD Ltd (now Experian), NDL International and Claritas before launching Naviant Europe, an online specialist operating across the UK, France and Germany. She then become MD of Consodata UK and was subsequently MD and Group Leader of Acxiom UK Data.

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