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Modelling and Analysis Unit for REaD Group

In the UK, data management firm The REaD Group has launched a division offering lifestyle data, bespoke customer modelling, analysis and research services. The new company, Scientia Data, will be led by former Acxiom MD Dawn Orr.

Orr began her career at Emap Direct, prior to becoming a Director of ICD (now Experian), NDL International and Claritas, and launching online specialist Naviant Europe. After this, she became MD of Consodata UK and was subsequently MD and Group Leader of Acxiom UK Data. In 2005, she received *Data Strategy's* Data Professional of the Year Award.



Group CEO Mark Roy says that Scientia, whose name is Latin for 'knowledge, science and skill', is destined to 'set a new benchmark' in lifestyle and transactional data, analysis and research excellence. The firm will be based at London Bridge, and will share facilities with REaD Group's recently acquired data bureau, meta-morphix.

Commenting on the appointment, Roy added: 'Dawn has always set the 'gold standard' for consumer data and analysis here in the UK. At Scientia, she will be offering an unrivalled degree of active data and bespoke customer modelling sophistication – to bolster companies' datasets and add considerably to ROI.'

Roy founded the Kent-based group in 1991, aiming to rid company databases of 'Gone Away' records, and develop data suppression products and services.

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