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Dawn Orr returns to lifestyle data industry

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The REaD Group has appointed lifestyle data survey expert Dawn Orr to launch Scientia, a new brand to sit alongside its traditional suppression and data management services.

Orr's return and the launch of a new company will be seen by the industry as signs of confidence on the part of Mark Roy's group as it continues to grow against a market that is ripe for consolidation in 2009.

The group, which already consists of The REaD Group, TRG Strata and meta-morphix, the data hosting and processing company which it took full control of last October, will now boast full lifestyle survey capability.

Launching today (Tuesday), Scientia already has data on more than seven million consumers.

Orr's appointment as managing director of Scientia sees her back in the industry after two years working as a freelance consultant to a number of venture capitalist firms with interest in the lifestyle data sector.

The highly regarded 42-year-old was formerly managing director of Acxiom UK Data. Prior to that she was a director for some of the industry's biggest names including ICD which later became Experian, NDL International, Consodata UK and Claritas.

Exclusively in next week's edition of *Precision Marketing*: The first profile and interview with Dawn Orr - "Mark said to me a few years ago that if I ever wanted to set something up he had a couple of million pounds sitting there with my name on it..."

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