Abs Owdud

Customer Insight, Data & Analytics Executive

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Human-centred executive leader connecting customer understanding, analytics and commercial strategy. Experience building insight functions, influencing senior decisions and enabling teams to turn complex evidence into better customer outcomes. Background spans healthcare, subscription services, consumer businesses and international brands.

LEADERSHIP AT A GLANCE

25 people recruited across four organisations | 21-person multidisciplinary team led | 24 European markets covered in Ford analytics leadership | Customer research, product journeys, commercial value and measurement

SELECTED EXECUTIVE IMPACT

Pharmacy2U — Head of Customer Insight | 2025–present

- Lead customer insight across NHS, Consumer Health and Private Online Doctor services, connecting customer behaviour with acquisition, retention, service experience and commercial priorities.
- Developed customer lifetime-value and lifecycle segmentation frameworks; expanded remit into market and competitor intelligence to support senior growth decisions.
- Used Voice of Customer findings to inform clearer delivery communications and an ongoing Online Doctor journey review; established default CRM control-cell standards for incrementality assessment.
- Recruited five team members; strengthened measurement governance, definitions and analytical quality while supporting Power BI and Microsoft Fabric adoption.

NOW / Sky — Operations Insight Controller | 2019–2020

- Led insight across digital subscription journeys, including MyAccount, pass sales, gifting and contact-centre-related friction.
- Used customer evidence to challenge a proposal to complicate cancellation, influencing the Managing Director to retain a more transparent experience; introduced experimentation standards.

The Access Group — Advanced Analytics Manager | 2021–2022

- Modelled customer-base value and cross-sell potential; models were used in financing and investor materials relating to a £9bn refinancing valuation (not a claim of value generated).

Quidco — Head of Insight & Analytics | 2011–2014

- Built the customer insight function from the ground up, introducing segmentation, predictive modelling and a member research panel; recruited seven people.
- Supported customer and product optimisation during a period when membership grew from 600,000 to 1.7 million; growth is not attributed solely to insight.

INTERNATIONAL & CROSS-SECTOR LEADERSHIP

GTB / WPP — Ford | Director of Analytics | 2015–2016

- Led analytics across 24 European markets, coordinating performance reporting and predictive modelling for customer, media and market decisions.

AMV BBDO | Board Head of Analytics | 2016–2019

- Built an agency-wide insight capability and recruited five people. Introduced social intelligence and consumer-effectiveness frameworks supporting brands including Sainsbury’s, BT and Mars.

Wunderman UK | Head of Analysis | 2014–2015

- Led a multidisciplinary team of 21 and recruited eight colleagues; worked across advanced analytics, digital reporting and social intelligence for brands including Shell, Jaguar Land Rover and EDF.

Digitas UK — Marriott International | Analytics Director | 2023–2024

- Led commercial and marketing analytics, team development and experimentation frameworks connecting campaigns with acquisition, retention and executive decisions.

Brain in Hand | Lead BI Consultant | 2024–2025

- Built a Power BI reporting ecosystem replacing fragmented Excel reports and supported operational demand forecasting for service and recruitment planning.

OLIVER / Ford of Europe | Analytics Director (contract) | 2022–2023

- Led reporting for a Netherlands direct-to-consumer pilot across agency, vendor and Ford stakeholders.

Be Data Solutions | Lead Data Consultant | 2023

- Applied advanced analytics and open-source data to support go-to-market strategy.

WHERE I BRING VALUE

Commercial strategy: Customer lifetime value, segmentation, growth opportunities, retention and effectiveness.

Human-centred experience: Voice of Customer, digital journeys, product friction, self-service and behavioural research.

Leadership & transformation: Building teams, developing analysts, influencing executives, metric governance, experiment design and data capability.

TECHNICAL FLUENCY

Advanced SQL · Power BI · Python · Predictive modelling · Experimentation and A/B testing · Azure · Databricks · Microsoft Fabric · Tableau · Customer research · Social listening

HOW I WORK

I believe strong insight functions exist to improve decisions, not just produce reports. My approach combines analytical rigour with curiosity, constructive challenge and investment in the people doing the work.

Explore full career evidence, examples and recommendations at absowdud.com.