



Phillip Carpenter

Co-Founder

Marketing and insight, from both sides of the table.

Phil has spent twenty five years in marketing and insight, on both sides of the table. He's been the agency, running client services and database marketing at direct and CRM agencies. And he's been the client, owning customer marketing at BSkyB and then insight at the Post Office. Seeing both gives you a unique lens into the decisioning, the pressures and the demands, and thus an understanding of what insight gets used, how it is consumed and by whom.

Take the Post Office. Thousands of branches, and almost no customer data telling any of them what to sell, or what to say where. The received wisdom was that sorting that out branch by branch was either too hard or not worth the effort. The analytics centre of excellence that Phil and James built took it on anyway. They didn't wait for perfect data. They built the picture up as they went, and kept it moving. It became 'right message, right place', working out which branches should sell which products, where to add weight, and where to send the field sales force. Fewer than one branch in ten accounted for the bulk of the applications. The branches they targeted went on to roughly double the rest. The board wanted a story, not a spreadsheet. That's still the job.

That's how Phil works: start with the decision, not the dataset. It's the same instinct that led him and James to conceive and build the tool that became AURA, designed from the outset to connect what people say to the metrics and the strategy behind them, so a leadership team gets the how as well as the what, not a transcript and a dashboard to make sense of themselves.

That's the conviction behind Treehouse too: clients shouldn't need an analyst on staff to use their own people data, they need someone who's already done that work for them. Phil and James run it as a partnership, bringing in specialists for the work they don't do themselves. He'd rather get a rough, useful answer in front of people this month and sharpen it from there than land a perfect one too late.

Key skills

- Insight strategy
- Open-text & AI-driven analytics
- Client and agency leadership
- Team leadership

"Do what's right for the business right now, while steering towards a clearly defined end goal."