

Phillip Carpenter

Co-Founder



Phil is passionate about making things happen in business. He does this by helping businesses understand how they can apply and shape the data and insight to better inform the way they do business.

Phil is an Insight and marketing professional with over 25 year's industry experience delivering insight led communications covering the full spectrum of strategy through to the execution of integrated programs, with experience gained at blue chip clients as well as top CRM and direct marketing agencies.

His philosophy is to simplify and de-clutter business challenges so that insight truly informs decisions. The focus being to strip back what is needed to activate and helping businesses to 'make it happen' in their environments.

'It's about doing what is right for the business at that moment in time whilst steering towards a clearly defined end vision. Too often insight is treated as a disparate entity to the things that need to be done rather than being integral to how people work.'

It is this belief that led Phil to co-found Treehouse Analytics with James de Souza. The recognition that for too long businesses approach to their data and insight strategy has primarily focused on the technical and tool components of insight missing out on key elements that enable the delivery of 'shared knowledge' across the company such that it can be activated in people's day to day roles.

Phil's experience as a business lead in insight and communications plus his open minded and collaborative approach enable him to consult, co-locate with and coach clients, optimising what they already have and taking them on the journey to where they need to be.

Key Skills:

- ✓ Customer and market insight development
- ✓ Campaign strategy and execution across on-line and off-line channels
- ✓ Team management
- ✓ Facilitating communication between IT and business stakeholders
- ✓ Honest and open communication style, fostering and leveraging relationships

EXPERIENCE:

Phil's experience comes from over 25 years working in data-led marketing, both agency and client-side, across multiple sectors, with commercial and team accountability.

Headline Achievements:

- Delivered a market scorecard informing the location of the sales Network team impacting £MM pound budget and sales uplift for the UK's Post Office
- Delivered a strategic framework for local marketing team to support marketing across all 300 UK stores of a high-affluence grocery retail multiple
- Hit sales targets for major TV media business, planned and delivered customer marketing plans for the launch of HD and Broadband offer
- Led the development of a CRM solution to support all direct acquisition and retention programs for national triple-play TelCo
- Led the launch of an international B2B fuel card programme rolling out into 20 markets for leading global fuel retailer
- Set up and managed the Ireland office for an integrated marketing agency, to deliver the most profitable office in the network

"Organisations have simple needs, 'to engage more customers, more often, more profitably' the insight that supports this should be equally simple."

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