UNIVERSITY *of york*

CAREER SHAPE IT

Advertising, Marketing and PR

BIg Data

Policy and Development

Wednesday 20 February | 6.30–8.30pm
Physics Exhibition Centre | Campus West

Secure an internship to further explore sectors and roles

Our Student Internship Bureau advertises paid, local, summer internships on Careers Gateway

york.ac.uk/careers/sib

LUKE D'ARCY, PRESIDENT, MOMENTUM WORLDWIDE

Luke runs Momentum UK, one of the most globally awarded experiential and activation agencies working for American Express, Microsoft, SAP, Lamborghini, Coca-Cola and Premier League. His team also led the experiential production of the 18 Cannes Lions winning Xbox Survival Billboard. Named one of their Global Agency Innovators of the year by Internationalist Magazine, Luke is also a Harvard Business School Alumnus, sits on the 4A's new business committee and has worked across numerous global networks and independents including IPG, Havas and Iris.

He has also worked client side at Virgin as Partnership Director of their Formula 1 team. He is a leading evangelist for experiential marketing in media like CNBC, The Economist and The Telegraph Newspaper.

momentumww.co.uk
@Momentum__UK

STUART GOULDEN, FOUNDER & LEAD CONSULTANT, LIKE NO OTHER

Stuart runs Like No Other, a strategic marketing agency and start-up studio in York. Like No Other only works with visionary clients – those making things better or making better things. It is an agency of one that doubles up as a borderless network of creatives, strategists, dreamers, technologists, developers, storytellers and designers with every project.

Like No Other's own ventures include: ACOLLECTIVE, a creative co-working space in York; OtherWorld, a futuristic news pilot, backed by Google; and Surge, a website reviewing marketing tools.

Stuart's route to setting up his own agency includes a number of other start-ups and 8+ years working in marketing in-house at companies such as Aviva, Archant and Norwich City Football Club.

likenoother.co
@StuGoulden

LUCY HORSMAN, ACCOUNT MANAGER, iseepr

Lucy joined iseepr in 2016, after graduating from the University of York with First Class Honours in English and Related Literature. She is responsible for the creation and execution of strategic communications programmes for international B2B tech clients, covering payments, biometrics, transport ticketing and telecoms.

During her time at University, Lucy completed a number of work experience placements with UoY Careers. Most notably, she provided marketing and communications support to local charities York Cares and York CVS, and completed a PR intern placement at Rowena Lee PR.

lucy@iseepr.co.uk
@lucy_horsman4

ALSO ATTENDING

KIRSTY BLACKBURN, SENIOR ACCOUNT DIRECTOR, iseepr

Kirsty is a Senior Account Director at iseepr, a specialist B2B technology PR agency based in Leeds.

Kirsty has worked at iseepr for nine years and prior to this, she spent time in both agency and in-house roles looking after a range of B2C and B2B clients.

LEWIS MCDOWELL, MARKETING MANAGEMENT TRAINEE, L'ORÉAL

Lewis graduated last year from the York Management School. As a second year student, he won the TargetJobs Male Undergraduate of the Year Award, an achievement that earned him a 12 month placement with L'Oréal working on the Giorgio Armani brand. Having completed his degree, he is now on the L'Oréal graduate scheme as a Marketing Management Trainee.

TASHA MCNAUGHT, MARKETING AND DIGITAL EXECUTIVE, NATIONAL RAILWAY MUSEUM (SCIENCE MUSEUM GROUP)

Tasha began marketing on the Alcuin College Committee at the University of York. During her final summer vacation she completed a 10 week internship at York Sport which led to a part-time marketing job with the company. After graduating she continued the job full-time before moving into the wider York Commercial Services marketing team.

For the past two years Tasha has worked in the Science Museum Group, based at National Railway Museum, where she worked on a rebrand and campaigns for the national tour of Tim Peake's Spacecraft. She continues to manage regional campaigns and lead the development of digital marketing initiatives.

tasha.mcnaught@railwaymuseum.org.uk
@TashaMcN

HEATHER DAWE, LEAD DATA SCIENTIST, HISCOX UK

Heather has a BSc in Mathematics from the University of Leeds and an MSc in Statistics from the University of Sheffield.

She has been a Data Scientist since before the term was really coined, combining statistical modelling, predictive analytics, data visualisation and other methods with large scale data processing systems for 15 years.

Heather started her career as a Systems Designer and Developer in the commercial sector, before changing career to move to the Department of Health and then NHS Digital as a government statistician. After 10 years at NHS Digital, building data science teams and developing innovative data analytics engines, she set up her own data analytics consultancy. She joined Hiscox UK as Lead Data Scientist in January 2019.

ALSO ATTENDING

SIMON WARE, RECRUITMENT – GROUP IT, HISCOX UK

Simon has 15 years in technology recruitment across the UK Fintech landscape. Simon's customers have included Barclays Global, Transunion, FICO, Accenture, PwC and Hiscox along with a multitude of eCommerce and retail clients.

Now working in-house hiring all technology based staff within Hiscox, Simon is responsible for search and selection of future Hiscox staff as well as initial interviews.

hiscoxgroup.com/careers

TOM HARTLEY, ANALYST, AVIVA

Tom graduated from the University of York with a BSc in Biology in 2013, spending a year at Rothamsted Research during his studies. He then stayed on to do a PhD which used mathematical modelling and statistical genomics to examine potassium use efficiency in crops.

He also had a three-month placement with Man GLG in 2016 which involved data science and big data in the context of equity investments. He carried out similar work with Aviva, this time focussing on the housing market. Tom will join the Food Standard Agency as a data scientist in March, returning to food security issues using techniques learned in academia and financial services.

aviva.com

STEPHEN FOWLES-WHITE, SPECIALIST UNIVERSITY PARTNERSHIP CONSULTANT, FDM GROUP

Stephen is an experienced IT graduate recruiter who has recruited for a range of job roles, including for big data based roles.

Starting as a graduate recruiter and progressing to senior graduate recruiter, Stephen now works closely with universities to support students. He has a good understanding of the impacts of big data and how it is utilised within businesses to support senior managers with their business decisions.

Stephen.fowles-white@fdmgroup.com
fdmgroup.com

HEATHER MCCARTNEY, SOFTWARE ENGINEER

Heather is originally from Belfast and studied Music as an undergraduate. She worked as a secondary school music teacher before moving to York in 2002 to do an MSc in Music Technology.

Since then she has worked as a software engineer in York, mainly as a Java developer, but also in Python, full stack and DevOps roles. Recently she has enjoyed working at several Big Data start-ups: Yossarian, who are building a search engine, Stashmetrics, who work with Twitter data and Idio, who provide content recommendations.

She is currently taking a few weeks off while she considers her next challenge!

problemchimp.org
heather@problemchimp.org
@h_mcc

KATHERINE NEWLING, BIOINFORMATICIAN, UNIVERSITY OF YORK

Katherine completed a BSc in Computer Science and Genetics at the University of Cape Town in 2004. She then moved over to the UK and spent 2 years working in temporary roles and travelling before taking a position as a Graduate Software Developer for an IT consultancy in London.

Katherine then returned to research, completing an MSc in Cognitive Neuroscience at the University of York in 2009, followed by a PhD in Systems Neuroscience at Newcastle University in 2014. She has been in her current role as Bioinformatician at UoY for 3 years.

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TOBIE PHILIPS, RETURNING UNDERGRAD WORK PLACEMENT STUDENT & GRADUATE OFFER HOLDER, PwC

Tobie is a returning final year Accounting (BSc) student currently in an undergraduate work placement position at PwC UK. Tobie previously completed an industrial placement in Technology Assurance with PwC, based in the Leeds office and working with clients across the UK providing services such as SAP implementation reviews, PCI compliance and ERP proposals.

Tobie worked on cyber security breach engagements whilst also training in professional IT qualifications (COBIT & ITIL). Tobie's experience on placement has led to a graduate offer and career change from the accountancy profession to a more technology-orientated career.

pwc.co.uk/careers
@PwC_UK_Careers

EMMA RAND, TEACHING AND SCHOLARSHIP LECTURER IN BIOLOGICAL DATA SCIENCE, DEPARTMENT OF BIOLOGY, UNIVERSITY OF YORK

Emma took a non-traditional career path into a Teaching and Scholarship lectureship: she left school at sixteen, co-founded a wholefood cooperative and later became the warehouse manager of a large wholefood wholesalers.

At 25 she took an Access to Higher Education course before a degree in Biology. This was followed by a postgraduate degree in Biological Computation. She is now passionate about training taught and research students in the design of reproducible workflows for the collection, modelling, processing, statistical analysis and visualisation of data.

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@er13_r

DAVE TURNER, PRINCIPAL ENGINEER (DISTRIBUTED SYSTEMS - ELASTICSEARCH), ELASTIC

David wanted to be a software developer for as long as he can remember, and started programming on a BBC Micro in the 1980s. His career has wound its way through a surprisingly broad selection of projects, surveying living rooms, avoiding floods, and trying to keep the trains running.

Today he finds himself developing Elasticsearch, the distributed search engine that powers eBay, Wikipedia, Netflix, and thousands of other household names. He is particularly interested in system resilience and how to help teams write fewer bugs. He's a big fan of formal methods. David has degrees in Mathematics and Computer Science.

@DaveCTurner
elastic.co
davecturner.github.io

ALEX DOCHERY, ECONOMIC GROWTH MANAGER, CITY OF YORK COUNCIL

Alex currently manages the Economic Growth team at City of York Council, which focuses on making sure that the city continues to be a fantastic place to live and to do business. Alex also works for the York, North Yorkshire and East Riding Enterprise Partnership supporting work on their Local Industrial Strategy.

A History graduate, Alex entered the public sector via a two-year graduate management development programme (NGDP) run by the Local Government Association. This saw him join Selby District Council where he completed four placements in key strategic areas across the local authority before joining the Council's newly created Economic Development service. Here, Alex specialised in the formulation of economic policy and strategy, inward investment and strategic transport.

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york.gov.uk

ED SCHWITZER, HEAD OF DISADVANTAGE AND STRATEGIC DELIVERY, DEPARTMENT FOR EDUCATION

Ed is currently Head of the Disadvantage Portfolio in the Department for Education's Delivery Unit – a small team tasked with driving forward delivery of the Secretary of State's top priorities.

Ed spent over three years in the Department's Funding Policy Unit, leading work on school efficiency, the financial sustainability of schools, the affordability of teachers' pay and planning for the upcoming Spending Review. Ed joined through the Civil Service Fast Stream programme, rotating around: qualification reform, the NHS Delivery Unit (Department of Health), the Justice Secretary's private office, and as a project manager on secondment to Transport for London.

Ed graduated from the University of York (Derwent College) in 2013 with a degree in Politics, Philosophy and Economics.

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