

MRS announced Edwina Dunn as new Society Patron

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Edwina Dunn, co-founder of dunnhumby, and data entrepreneur behind the Tesco Clubcard, has been appointed by the Market Research Society as its newest Patron. Edwina joins a panel of existing ambassadors, including Sir Martin Sorrell and Sir Robert Worcester, in championing the research industry and highlighting the importance of evidence-based decision making in business and policy.

Jane Frost CBE, CEO of MRS explains: "We are delighted to welcome Edwina as a Patron of MRS. Edwina brings with her over 30 years of experience in the research industry and an impressive track record, both as a successful business woman and through her work to improve the perceptions of the industry among young people."

Edwina has long been an advocate of the value of customer data, famously implementing the Tesco Clubcard scheme with dunnhumby – a joint enterprise with husband Clive Humby, who is also an MRS Patron. After selling dunnhumby for a reported £93 million, Edwina became the CEO of Starcount, an analytics firm specialising in social networks.

Edwina Dunn comments: "After many years in the research industry, my main focus now is on creating real vision around the importance of producing highly numerate marketers in senior roles to cope with the digital and data driven world. As the second female MRS Patron, I want to address the data skills shortage, working particularly to empower women in science, technology, engineering and mathematics (STEM) industries. The future of research relies on professionals who are highly numerate and able to interrogate vast data sets. STEM industries, typically dominated by males, provide people with a firm foundation in these areas."

Jane Frost added: "Edwina brings a breadth of experience and is a welcome addition to MRS. She is a strong role model in business and is well-placed to boost female participation in research industries, an issue I have championed at MRS since becoming CEO."