

ODUG Applications 2013

Name	Job title (s) and organisation (s)
Paul Malyon	Head of Transactional & B2B Marketing Products, Experian
What kind of Organisation can you represent?	
SME	
Large Companies	
Why do you think you can represent these organisations?	
I work for a FTSE 100 data services organisation and specialise in products directed towards SME's with the specific aim of helping them grow their businesses through access to marketing data and better financial information on themselves and their customers / suppliers. I feel that my experience in leveraging data to create products and my ongoing work with businesses will put me in an excellent position to continue to support ODUG and the data economy.	
Which of the following Industries would you be able to represent.	
Financial Services	
Data Products/Service	
Why do you feel you would be able to represent this industry?	
<p>I have been a product manager focussing on data-based products for some time now, many of these using publicly-owned data sources and with most of these products accessed using online platforms. I continue to speak at well regarded industry events on the importance of location, open data and the power that can be accessed through combining open and closed sources for better business decision making.</p> <p>Through Experian, I have access to a wide range of customers and partners; each with a unique story to tell and each with ways to benefit from the release of more public sector data in an open form.</p>	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
I pioneered the use of AddressBase Premium within Experian and hosted a number of webinars, conference calls and roundtables to talk about how the dataset would help organisations in the Public Sector and beyond. I supported this with internal blogs and external sharing via podcasts, slide shares and a customer forum on LinkedIn.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
<p>As a Product Manager, I have created a number of business cases to support new data products within my range. These included supporting new demographic datasets from my parent company and industry standards such as AddressBase.</p> <p>Using my customers, account managers, colleagues and suppliers, I have always linked the business benefit (e.g. cost savings, service improvements, lower risk, higher profit) with the quality and reliability of the dataset in question.</p>	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to	

develop a data based product or service; identified a market opportunity for a data based product or service:

My work on AddressBase Premium for Experian is a great example of working across the business/marketing and technical arenas. As a Product Manager, I had to be able to set out clear technical requirements to my development team, ensure the project ran to time, budget & quality and then turn this complex dataset into a clear set of propositions within the Public, Utilities and Financial Services sector; training all staff within my business along the way.

<http://www.qas.co.uk/solutions/data-quality-software/data-enhancement/address-data/addressbase.htm>

Developed an app:

I'm afraid I'm not a developer.

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

My business has made use of the ONS NSPD dataset for some time. I have worked on a number of projects to ensure that changes to this dataset benefited my customers. An example would be the recent changes within the NHS (introduction of CCGs) - I ensured that my business was ready to support this data within our NSPD-based products as soon after launch as possible.

Any other relevant experience:

I have been a member of ODUG for 12 months, writing business cases for an Open VAT register and EPC data.

Are there any other reasons why you would like to become a member of ODUG?

To continue the excellent work that we've already started.

Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Steven Feldman	
What kind of Organisation can you represent?	
SME Start Up Large Companies Local Government	
Why do you think you can represent these organisations?	
I have 15 years experience in supplying geographic information solutions to local and central government. Since leaving MaolInfo (where I was UK MD) I have provided consultancy to organisations ranging from small startups, through SME's to international software businesses.	
Which of the following Industries would you be able to represent.	
Geospatial Public Sector Data Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
For more detail on my background in the geographic information sector see http://knowwhereconsulting.co.uk/biog/	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
<p>I founded the Association for Geographic Information's GeoCommunity conference and chaired the first 3 events. I am a regular speaker on open data, technology and geography topics.</p> <p>I am currently chairing FOSS4G http://2013.foss4g.org/ an international open source conference</p> <p>I have a severe twitter addiction via http://twitter.com/stevenfeldman</p>	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
<p>As a board member and investor in numerous companies I have participated in many cost benefit assessments of investment plans.</p> <p>A recent example - in a consultancy role I advised Bentley on the business case for launching http://www.roadworksonline.org.uk/</p>	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:	
Developed an app:	
I'm afraid I'm not a developer.	
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:	
I am a member of the advisory board of Open Cage Data http://www.opencagedata.com/ which is building a commercial business around	

Open Street Map. I also initiated the OSM-GB project at Nottingham University http://www.osmgb.org.uk/
Any other relevant experience:
Are there any other reasons why you would like to become a member of ODUG?
I am a hard headed commercial animal who is passionate about open data and I would like to make a contribution to getting the business cases for open data on a sound footing.
Are you currently a member of any other organisation(s) in a similar or related field?
See above re Open Cage Data and OSM-GB

Name	Job title (s) and organisation (s)
Prof. Colin Talbot	Professor of Government, University of Manchester
What kind of Organisation can you represent?	
Academia Research	
Why do you think you can represent these organisations?	
I think I can represent the views of those who research and study government and need better access to government data than is currently available. I'm one of our leading academics in this field in the UK, and have numerous links across the UK and international research communities.	
Which of the following Industries would you be able to represent.	
Education	
Why do you feel you would be able to represent this industry?	
Covered above.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
I am frequently involved in organising conferences, seminars, etc. I direct our network of public policy researchers within my own University (Policy@Manchester) which involves almost two hundred academics and organises many events on public policy issues.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:	
We (Policy@Manchester) are in the process of developing a series of products for the use of the public policy community (academics and practitioners) that will help	

facilitate the understanding of policy, and most of which rely on good access to government data.
Developed an app:
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Any other relevant experience:
Are there any other reasons why you would like to become a member of ODUG?
Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Haidee Bell	Innovation Programmes Manager, Nesta
What kind of Organisation can you represent?	
SME Start Up Research Civil Society Systems Integrators Community Activists Local Government Other	
Why do you think you can represent these organisations?	
<p>I lead open data programmes: with cities across Europe and beyond, with SMEs and entrepreneurs wanting to build business with open data and have recently co-launched a Civil Society Data Network to explore how the third sector can tap into the opportunities of open data. I also work closely with colleagues who undertake research programmes, recently informing a piece of research into data driven decision making in companies.</p> <p>I am also co-managing a programme with the ODI exploring how open data can help to tackle 7 of our most pressing social challenges, hence my interest in this group.</p>	
Which of the following Industries would you be able to represent.	
Climate Change Education Health Public Sector Data Welfare Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
I can represent climate change, education, welfare, health only insofar as they	

constitute themes for the open data challenge prize series (immersion programme) I am currently co-managing with the ODI.

I have worked directly with businesses seeking to build new products and services from digital tools, increasingly with data.

I also have direct experience of working with local public sector professionals in releasing and exploiting their datasets.

Tell us of a time when you did any of the following
Built a network of users – ran a conference, talk or meet up – including the use of social media:

I founded a contemporary arts festival in Sheffield - ArtSheffield - now celebrating its 12th year.

I co-organised a TedX event in Bristol in 2011.

I recently launched a social media campaign to put Ada Lovelace on the £10 note - currently with nearly 500 signatories.

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

I was a non exec director of a theatre company London Bubble for 5 years until 2012 and regularly had to undertake cost-benefit analyses of decisions for the company.

I have taken a lead on business development for Nesta's creative economy work for the past 5 years and so have had to present business cases for investment and action to senior staff and trustees.

Nesta is an evidence based investor/partner so this is part of my DNA! I am currently devising criteria and a schedule for impact measurement to ascertain whether the winners of the 7 open data prizes have 'solved' the challenges we are setting at Nesta/ODI.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

I work in this way behind the lines - i.e. I am an advisor and critical friend to businesses seeking to develop new products and services based on data. I am currently running a European competition to find the best open data ideas with potential to grow into scalable businesses and wear 2 hats - contributing to the criteria we will expect of those pitching to win, and supporting businesses to prepare their business case having developed an initial idea.

For a couple of years I was on the review board for Design London, a competition to seek out and support (with funding/mentoring/incubation) promising creative start ups.

Developed an app:

I have never done this directly - see above - but have worked with a lot of businesses who have, increasingly using open data.

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

See above.

I have recently spent time sourcing the most promising start ups around Europe using open data for a new initiative Apps for Europe.

Any other relevant experience:

For over 10 years I spent time doing market research - including running over 100 focus groups with a wide range of consumers around the UK. I am therefore good at encouraging people to think about the end user and pushing entrepreneurs and developers to create user journeys for their product/service ideas.

I have also been involved in a very successful creative start up programme at Nesta, which has been running for the past 7+ years, including exporting a model of training/support for start ups around the world.

Are there any other reasons why you would like to become a member of ODUG?

I am currently occupied with the design and delivery of a programme across Nesta and the ODI which aims to prove that open data can only have transformational potential if it now focuses on use cases, and the problems (in the broadest sense) in people's lives it can help to solve. So we are turning the traditional model on its head and starting with use and working backwards. Involvement in this group would undoubtedly benefit the shape of this programme over the next 2 years and I would hope to be able to contribute insights from it to inform the work of the user group.

Are you currently a member of any other organisation(s) in a similar or related field?

No, I am involved with several open data networks (ODI, OKFN, Civil Society Data Network, World Bank's data programme) but these are informal.

Name	Job title (s) and organisation (s)
Jacqui Taylor	CEO, FlyingBinary Limited
What kind of Organisation can you represent?	
SME Start Up Research Systems Integrators Other	
Why do you think you can represent these organisations?	
<p>I am in my third year year as a Tech City mentor and am a resident mentor in Level 39 Canary Wharf Europe's largest accelerator http://www.level39.co/index.php/acceleration/eir-mentors/ My company FlyingBinary has been awarded all 3 G-Cloud Frameworks to deliver interoperable Public, Private, Hybrid and Community cloud data platforms, collaboration and data visualisation services and training. Interoperable services are the replacement for the traditional integration of on premise legacy systems. We are involved in a number of research projects for Education, Open Data, Cyber</p>	

Security and the future of Web Science. We are an Industry Partner at the faculty of Web Science at Southampton We are a supporting Open Data company at the Open Data Institute
Which of the following Industries would you be able to represent.
Education Financial Services Health Investigators/Antifraud Retail Data Products/Service Delivery
Why do you feel you would be able to represent this industry?
I have delivered education change with technology to support a level playing field for SEN pupils taking their GCSE and GCE examinations. I am a member of the SWIFT Innotribe in recognition of the innovation projects completed in the Financial Services industry globally. I have delivered technology change across the entire NHS estate. FlyingBinary has fraud and counter intelligence data platforms and I specialise in Risk and Compliance innovation using technology, this is predominately in the Financial Services and Retail sector. As part of our Cloud Data platforms we have a number of plug in products which we have engineered for use in the Private and Public Sector. These data products are all supplied as interoperable cloud software and are part of the on boarding or service delivery of the various data platforms.
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:
I started the UK Tableau user group almost 3 years ago. We have a membership across the UK and the foremost experts in Data Visualisation and Business Intelligence have spoken at the conferences I have arranged. There are now Tableau user groups all over the world built using this initial model. We have a lively online presence thanks to social media as well as the events and conferences. I have also founded a strong Data Science community and speak regularly on how to leverage cloud computing, smarter analytics, data science and web science to profit from www
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
I have extensive business case experience in the private sector for example as part of the deregulation of the energy sector and the required changes to the risk and compliance model in a deregulated market, and in the public sector with businesses cases for Treasury funding on behalf of the NHS and DWP.
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
Developed a cloud data platform for the financial services sector to deploy regulatory change for the Payment Services Directive across Europe and all regulated territories. This is commercial in confidence.
Developed an app:
Created a business using open data or created commercial value from

data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
FlyingBinary as a web science company is also an Open Data company. We were recognised by Cabinet Office in February 2012 as supporting the Open Data agenda. This is as a result of the work done in partnership with the Editor of the Guardian Data blog blending industry data and Open Data and for our innovation with the COINs dataset.
Any other relevant experience:
I have been a member of ODUG for the last year and have built and delivered all the technology required by ODUG to enable collaboration by ODUG members to produce all the business cases. Additional we have supplied our G-Cloud services to build the ODUG pipeline which has been integrated into data.gov.uk, in collaboration with the development team. This includes visualisations of the Internal and External demand led Open Data roadmaps and the supply led roadmap which visualises the Department Open Data commitments. I also train analysts in the science of data visualisation.
Are there any other reasons why you would like to become a member of ODUG?
The new ODUG terms of reference relating to the creation of National Information Infrastructure are more suited to my technical skills which have not been able to be exploited fully during the past year whilst ODUG has been focused on the definition of the initial Open Data Roadmap. It would give me the opportunity to combine my detailed domain knowledge and technical skills to help ODUG meet this more challenging agenda.
Are you currently a member of any other organisation(s) in a similar or related field?
We are a supporting organisation for the work in the Open Data Institute

Name	Job title (s) and organisation (s)
Sabine K McNeill	Director, 3D Metrics Ltd
What kind of Organisation can you represent?	
SME Start Up Civil Society Community Activists	
Why do you think you can represent these organisations?	
I am editing the website for the SME Innovation Alliance. www.smeia.org	
Which of the following Industries would you be able to represent.	
Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
Because of my personal experiences and contacts from attending events organised by a variety of Knowledge Transfer Networks.	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	

Starting in Geneva, I have been organising conferences and seminars since the 70s. In London I created Monday evening lectures at St. James's Piccadilly in 1983 that still continue. At the House of Lords and Commons, I have been organising the 'Forum for Stable Currencies' and continue to make meetings happen under the auspices of MPs as the Association of McKenzie Friends.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
I have made funding applications to develop my software invention since 2004. See http://3d-metrics.me/
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
My software inventions are inherently data based. See http://3d-metrics.com/wordpress/software-methods .
Developed an app:
I used to diagnose software at CERN, the European Centre for Nuclear Research where the web was born. After having written my first prototype myself, I realised the difference in thinking 'specification' rather than 'coding'. Since then I practise 'software-aided thinking' and build websites, besides writing specifications for developers.
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
I keep hoping that the time will come where my software will be using open data such that 'the world' can investigate time series, multi-dimensional data and images with my 'software lenses'.
Any other relevant experience:
I studied mathematics and computing and publish over 50 websites. See www.SabineMcNeill.co.uk
Are there any other reasons why you would like to become a member of ODUG?
I am a regular visitor to the Open Data Institute and have contributed to 'Open London'.
Are you currently a member of any other organisation(s) in a similar or related field?
British Computer Society I have joined 32 groups on www.meetup.com including 'Data Science' and 'Women in Data'.

Name	Job title (s) and organisation (s)
Barry Keown	Product Manager, Dr Foster Intelligence
What kind of Organisation can you represent?	
SME	

Research Systems Integrators
Why do you think you can represent these organisations?
Dr Foster have been championing the need for open data / transparency of healthcare-related data since 2001, and were the first to make comparative hospital outcomes benchmarking available.
Which of the following Industries would you be able to represent.
Health Data Products/Service Delivery
Why do you feel you would be able to represent this industry?
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
Developed an app:
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Any other relevant experience:
Are there any other reasons why you would like to become a member of ODUG?
Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Carl Nunn	Chairman Aligned Assets
What kind of Organisation can you represent?	
SME Local Government	
Why do you think you can represent these organisations?	
As the chairman of a software company that provides software to local government, I	

feel as a supplier we are able to represent the interests of our customers. I can also represent SMEs as we are an SME
Which of the following Industries would you be able to represent.
Geospatial Public Sector Data Data Products/Service Delivery
Why do you feel you would be able to represent this industry?
As specialist providers of Addressbase and NLPG software our software maintains Public Sector Data, Data Products/Service Delivery and forms part of a Geospatial Solutions for local authorities. We would represent the interests of the users of this data as well as related address data such as PAF and how this is made available to the UK economy and be interested in help developing the path forward.
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:
Aligned Assets runs a user group which I have not been actively involved, the meetings I have organised are normally related to the Aligned Assets Staff although this is now organised by the Managing Director, I am also the chairman of a large football club and regularly organise meetings for this group
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
I have assisted in cost/benefit analysis as part of tender proposals in the past, and also regularly undertake this sort of anyliss as part of normal business planning
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
I provided a the proposal for the initial development of the BS7666 toolbox to MapInfo UK, this was a product to help local authorities manage BS7666 data (LLPG and NLPG data). We later became specialists in this area.
Developed an app:
I am actively developing iOS (iPhone and iPad Apps) see MyMaps and PreMail by Aerious Limited. Over the next year development will also include Microsoft Phones and possibly Android Mobile solutions, as well as web and desktop development (as an overall integrated solution)
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Aligned Assets specialise in software used to manage AddressBase and NLPG data, this data is not currently open but has an expanding user base and we are likely to expand into providing these solutiopns for open format data MyMaps which is an iphone/ipad app on the iTunes app store uses open web tile servers as the source of background mapping data, as well as open search data (Google and OpenStreetMaps) I have also spent the last 2 years expanding the functionality to create a product which is likely to be named UtraMaps and uses the same open data.

Any other relevant experience:
My main experience has been developing software solutions, as well as creating and software business. My role as chairman of Aligned Assets is part time and allows me the time to develop products for the future in Aerious Ltd, and I feel it is important to use this time to help shape the next generation of solutions for years to come.
Are there any other reasons why you would like to become a member of ODUG?
I believe we are entering a huge transition in terms of technology change which will effect how people work, how they understand technology, and finding solutions to problems on a day to day basis. Solutions needs to contain a mix of good software which provide processes and usability and must also include access to knowledge i.e data. Attitudes towards data need to change to progress into the future. Intelligent systems are a blend of software and data.
Are you currently a member of any other organisation(s) in a similar or related field?
No.

Name	Job title (s) and organisation (s)
Diego Andres	Manchester University
What kind of Organisation can you represent?	
Academia Research	
Why do you think you can represent these organisations?	
I am a PhD student at Manchester University. My research interest include working with data from real problems.	
Which of the following Industries would you be able to represent.	
Education	
Why do you feel you would be able to represent this industry?	
I would like to persuit a career in Academia. I would like to do some research in statistics.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
I built networks almost every day. I like to discuss some papers with my colleagues an with people fro other area.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:	
Developed an app:	
I lime to develop web based apps for my research	
Created a business using open data or created commercial value from	

data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

Any other relevant experience:

Are there any other reasons why you would like to become a member of ODUG?

Are you currently a member of any other organisation(s) in a similar or related field?

I am member of the American statistical Society and the Australia. statistical Society

Name	Job title (s) and organisation (s)
John Murray	Managing Director, Chestnut Data Services
What kind of Organisation can you represent?	
SME Large Companies Academia Other	
Why do you think you can represent these organisations?	
I have over 30 years experience of working at the sharp end in data acquisition, management and analysis and extensive experience of working with census data, surveys, corporate information.	
Which of the following Industries would you be able to represent.	
Financial Services Geospatial Market Research Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
<p>I was co-founder of a market research company as their technical director and have developed many data products for various industry sectors including financial services and transport. Latterly I have held senior management positions in data management and analysis in the financial services sector. Throughout my career, I have maintained close relations with academia and jointly undertaken a number of projects with the University of Manchester. I was architect of the Geodemographic segmentation tool Prizm built by Claritas (now Acxiom Personix)</p> <p>since 2007, I have acted in a freelance capacity on projects for O2, Symantec Europe, The Funding Corporation, ONS and other blue chip organisations.</p>	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
In conjunction with the University of Chester, I developed a series of workshops and practical sessions to introduce the concept of opendata to businesses. We are presently developing a series of workshops for business entitled 'putting your	

business on the map' using opendata in conjunction with opensource GIS systems.
Workshop slides are available at http://opendata.murraycomputing.co.uk
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
I have worked with venture capitalists in the establishment of data based businesses, using seed capital to undertake research and develop prototype systems at Claritas, Enba, Alchemetrics and The Funding Corporation. I held have held board positions, both executive and non-executive at data based companies.
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
<p>Many exmaples including:</p> <p>Development of PRIZM geodemographic segmentation system for Claritas/Acxiom</p> <p>Development of Claritas/Acxiom Lifestyle Universe combining survey, census and other data.</p> <p>Development of Chestnut geodemographic segmentation and modelling system (ongoing)</p> <p>Development of price sensitivity models for Daily Telegraph advanced payment programme using demographic data</p> <p>Development of Xelector eIntelligence system for financial services which won SAS Award for Technicla Innovation 2000</p> <p>http://www.acxiom.co.uk/marketing-services/</p>
Developed an app:
<p>Developed online profiling system for Deva Data to enable clients to upload datasets, append data produce profiles and build predictive models.</p> <p>I am presently developing an extensive system in my own business to facilitate this taking into accounts developments in 'big data' in analysing unstructured data.</p>
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Founded NDL (later Claritas/Acxiom) market research as board level Technical Director & remained non-exec after sale. Founded Alchemetrics as data management and analysis business successfully selling it 4 years later. Developed a customer database for optimisation of marketing processes, risk analysis, fraud detection and call centre resource optimisation.
Any other relevant experience:
<p>I am a Chartered Fellow of the British Computer Society and an active member of the society.</p> <p>In 1992 I was invited to speak to the Parliamentary IT committee about the analysis of survey and census data and associated data protection issues.</p>
Are there any other reasons why you would like to become a member of ODUG?
I am an advocate of opendata and believe that the economic case has not been fully

developed. I believe it is important to get businesses using opendata to provide business intelligence, marketing optimisation, risk mitigation and customer information.

The lack of awareness may be partly addressed by workshops such as the one I developed with the University of Chester but further work is needed to overcome the main barrier to deployment, lack of technical skills and resources, by developing easy to use web based services.

Are you currently a member of any other organisation(s) in a similar or related field?

British Computer Society Data Management Specialist Group and I have put forward a proposal to the society to establish an opendata interest group.

Name	Job title (s) and organisation (s)
Anne McCrossan	Managing Partner, Visceral Business
What kind of Organisation can you represent?	
SME Start Up Large Companies Research Community Activists Media	
Why do you think you can represent these organisations?	
Visceral Business is an active advocate of open data. We produce the Social Charity Study nationally, researching over 300 nonprofits in the UK, I am also the author of the Connected Housing Study, studying the networked behaviours and digital adoption of over 200 Housing Associations nationally, and www.connectedhousing.co.uk and the Social Food Study, which looks at the networked behaviour 85 food retail brands on the UK High Street. Visceral Business has had a passionate commitment to open data since 2008 and places open data at the centre of the social business design and development. More information can be found here http://www.visceralbusiness.com/about-us/our-dna/	
Which of the following Industries would you be able to represent.	
Consumer Products/Services Geospatial Market Research Public Sector Data Retail Welfare PR/Communications	
Why do you feel you would be able to represent this industry?	
The studies mentioned are the most comprehensive studies on the state of digital media and open data adoption in the UK across non-profits, housing and food - Visceral Business has done this as part of a commitment to promoting awareness of data informed commercial and social development and quantified organisation.	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	

In 2008 I was one of the founding members of Seth Godin's seminal online networking project Tribes which looked at how communities can develop social leadership skills and abilities online. I am one of the authors of the Tribes Q&A ebook that came out of that project and also one of the collaborating authors of the book Business Model Generation which we created as a co-creation exercise in 2008 in a community hub online. I have organised and ran two meetups at the Royal Festival Hall in 2009/2010 for over 200 people on social leadership. I have also given two TEDx talks on reinventing organisation and developing communities using social networking, communities and digital management, and run a community project called The Petersham Project, with 30 other people including leading thinkers like Euan Semple, looking at approaches to developing sustainable online digital culture. I am a regular keynote speaker at events such as CIH's Housing Goes Digital.

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

Please see the book Business Model Generation, which is now accepted as a standard user-centric canvas for cost/benefit analysis - I was instrumental in the development of this and Visceral Business uses it for all its work. The work I've done with Macmillan Cancer Support, The Work Foundation, Thames Valley Housing, The Web Science Faculty at Southampton University, and many other clients, have all been informed by making the case for social business design and development.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

Please see all our reports here that relate to this
<http://www.visceralbusiness.com/research-insights/reports/>

Developed an app:

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

Please see all our reports here that relate to this
<http://www.visceralbusiness.com/research-insights/reports/>

Any other relevant experience:

My previous experience covers managing change for large scale organisations, including working as the lead advisor for the global implementation of the restructure of Arthur Andersen in 2000. because of this and the work I have been doing over the last five years I feel well placed to advise about migration to open data, business strategies for use of open data and how organisations manage change within their businesses to embrace it.

Are there any other reasons why you would like to become a member of ODUG?

Quite simply because I see open data as the lifeblood for quantified, digitally informed organisation, and it has informed everything that I and my business has done since 2008. I know Dominique Lazanski and Jacqui Taylor who have suggested that I apply to join the group on the basis of being a practitioner in these fields.

Are you currently a member of any other organisation(s) in a similar or related

field?

I am familiar with and have been involved with several Web Observatory meetings at the ODI, and the Open Institute and have been a guest speaker twice at the Web Science Faculty in Southampton this year.

Name	Job title (s) and organisation (s)
Paul Fenton	Director, PFC Ltd
What kind of Organisation can you represent?	
SME Start Up Large Companies Systems Integrators Local Government Central Government	
Why do you think you can represent these organisations?	
<p>I have operated for the past 10 yrs in senior executive positions for a handful of SIs providing services into central and local government. Organisations such as IBM, BT, Thales and Oracle. In the past year I have formed my own company that helps SMEs and Start-Ups realise their business plans with a particular focus of entering the UK Public Sector market. I am a member of TechCity in London and as an ex-MBA student of Imperial Business School I am an active member of their world class entrepreneurship centre.</p>	
Which of the following Industries would you be able to represent.	
Consumer Products/Services Education Geospatial Health Industry Legal Public Sector Data Retail Tax Transport Data Products/Service	
Why do you feel you would be able to represent this industry?	
<p>During my career I have led industry business units across all sectors of government giving a good insight to all these sectors. Particularly strengths would be health, transport, education. I am also close to geospatial data to my involvement on key military programmes during my tenure at Thales one of the leading military vendors and users of geospatial data.</p>	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
<p>I clearly have my own business network but during my career I have had management responsibility for arranging, delivering quite literally hundreds of conferences and meet ups. An example would be the build of the Home Office incubation technology network which Thales managed. The Home Office awarded</p>	

this contract to the business unit I managed. The programme involved identification and management of a network of interesting technology vendors that would have an interesting and value add application within the Home Office's environment. It involved the use of digital channels such as social media as well as more traditional methods of meet ups including the created of a incubation showcase.

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

A current project I am currently managing is the development of a business case to install 4G LTE cell on the London Underground for the Connect PFI consortium. This involves a huge capital expenditure outlay and a ROI model based upon access and use of data by citizens and UK organisations. In my career I have managed the delivery of multiple £100m government transformation programmes across Health, Local Government and Central. I was the commercial architect behind the first rural digital broadband network for the South Yorkshire Digital region. The business on the back of this programme informed the UK Government "Digital Britain" campaign and spearheaded the creation of now numerous fixed and mobile networks across Britain.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

During my tenure at Thales I developed and managed multi data based services into the transportation sector. One of the programmes was the design, build and management of a central database and service that manages all real time train information for the whole of the UK. This system is one of the key strategic systems that powers all of the UK transportation system from control rooms to platforms. On the back of this system I architected, designed and took to market a smartphone app for both iphone and android providing citizens with real time travel information and the ability to purchase rail tickets call rail planner live

Developed an app:

During my tenure at Thales I developed and managed multi data based services into the transportation sector. One of the programmes was the design, build and management of a central database and service that manages all real time train information for the whole of the UK. This system is one of the key strategic systems that powers all of the UK transportation system from control rooms to platforms. On the back of this system I architected, designed and took to market a smartphone app for both iphone and android providing citizens with real time travel information and the ability to purchase rail tickets call rail planner live

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

Early in my career I was one of the founding member of a startup called QAS. QAS was a software company that utilised and leveraged postcode and address data. The use of this data enabled QAS to build business use software that companies used to capture online or over the phone full contact and address details.

Any other relevant experience:

Are there any other reasons why you would like to become a member of

ODUG?
My interests are varied. I have had considerable experience in strategically thinking about the commercial use of data throughout my career so I am excited about the opportunity the open data programme presents. Secondly, the use of this data if fully maximised has the potential to unlock considerable value for the country and SMEs businesses. This can only be good thing.
Are you currently a member of any other organisation(s) in a similar or related field?
No

Name	Job title (s) and organisation (s)
Steve Kemsley	Director Security & Emergency Services
What kind of Organisation can you represent?	
SME Start Up Systems Integrators	
Why do you think you can represent these organisations?	
I have many years experience as a serving senior police officer and have worked on European FP7 projects regarding electronic ID. I now promote innovation in the public/police use of data to provide better services and greater detection rates. I am working on a SI project and also developing mobile applications which will use open source data to provide 'dashboard' type information to teh emergency services re what is happening in their area.	
Which of the following Industries would you be able to represent.	
Investigators/Antifraud Legal Data Products/Service	
Why do you feel you would be able to represent this industry?	
I have a good knowledge of this sector and the strategic direction that it wants to follow.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
Under an FP7 project I built a network of users to discuss electronic ID across Europe wide Criminal Justice agencies. I have run several conferences and innovation events for the Metropolitan Police Service, as a consultant. I have work with major trade associations - Intellect, ADS, SITC and BSIA to promote the private sector in helping the public sector to resolve specific problems/issues.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
I worked for the Olympic Security Directorate for the Home Office's Office for Security and Counter Terrorism as their lead for Industry engagement. Throughout this programme I submitted many business cases for funding, which wee approved and brought major cost savings to the wider programme.	

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
Since retiring from the Met Police I have identified many such opportunities and am currently assisting a SME to work with the MPS to develop an in house App store and develop Apps for patrolling officers to use.
Developed an app:
See 5c. I assisted in developing two 'demonstration' Applications. one to assist police officers deal with Dangerous Dogs legislation and the second to educate them re the standards and consistency required in reporting serious crimes.
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
No.
Any other relevant experience:
International work experience in Australia, Abu Dhabi (Major Event based) and contacts in the US Dept of Homeland Security.
Are there any other reasons why you would like to become a member of ODUG?
I have an extensive network of contacts/associates which I could draw upon, in many sectors. This network would be a valuable asset to ODUG.
Are you currently a member of any other organisation(s) in a similar or related field?
No.

Name	Job title (s) and organisation (s)
Ian Preston	Senior Researcher Centre for Sustainable Energy
What kind of Organisation can you represent?	
Research Civil Society Community Activists Local Government Central Government	
Why do you think you can represent these organisations?	
<p>I am leading the work at CSE to establish the Open Data Collaboration Initiative to make our key research and other valuable sustainable energy data available for researchers, policy-makers, community activists and all those working in the field of sustainable energy.</p> <p>We hope this will lead to:</p> <ol style="list-style-type: none"> 1. better evidence to underpin policy to tackle climate change and target fuel poverty; 2. stronger innovation and enterprise in developing and delivering sustainable energy solutions; 3. a new basis for collaboration; and 	

4. empowerment of communities and local organisations to use data to develop appropriate responses to local circumstances.

See <http://www.cse.org.uk/resources/open-data>

Which of the following Industries would you be able to represent.

**Climate Change
Environment
Public Sector Data
Welfare**

Why do you feel you would be able to represent this industry?

As CSE's lead policy advocate I am a member of the following:

Fuel Poverty Advisory Group, Tariff and Energy costs sub-group
DECC's Fuel Poverty Methodology Group
Energy Efficiency Partnership for Buildings Fuel Poverty Strategy Group
National Right to Fuel Campaign Steering Group
Public Utilities Access Forum Steering Group

**Tell us of a time when you did any of the following
Built a network of users – ran a conference, talk or meet up – including the use of social media:**

I managed Climate Change West, a multi-partner communications project to promote climate change awareness amongst the public in the former Avon area through innovative engagement techniques designed to appeal to their psychological needs (including co-developing CSE's 100 Ideas House installation to engage consumers in public spaces). I developed a thorough understanding of the latest thinking behind successful NGO and environmental campaigning, including the Value Modes system, Futerra's Rules of the Game and the most innovative examples of success (2005-06).

As part of this work we built an interactive set to engage busy shoppers in a retail environment (see <http://www.100ideashouse.com/>). As part of this we capture information on hundreds of shoppers and then engaged them further through a competition to submit new idea.

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

I have led the development of the DIMPSA (Distributional Impacts Model for Policy Strategic Analysis) model which is now used in-house by the Department of Energy and Climate Change (DECC) to map the distributional impacts of policy on householder's energy consumption, experienced costs and subsequent emissions. In particular, the model goes beyond its predecessors to enable analysts to identify and characterise winners and losers, thus enabling strategic analysis to determine important gaps in policy delivery. The model uses standard HMT approaches to CBA.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

I submitted the original funding application and then led the development of the

Housing Energy and Fuel Poverty Assessment Tool (HEAT) to help others understand the current profile of fuel poverty at a regional and national level, and also to get a picture of the opportunities to retrofit the housing stock with energy efficiency measures. The tool was developed on behalf of a coalition of funders.

The Housing Energy and Fuel Poverty Assessment Tool is a SQL Server Database application with a command line interface. The application depends on a collection of SQL scripts, SQLCLR.NET assemblies and a Windows Command Line Executable (amongst other resources) which we will provide in a compressed archive.

Once you have installed SQL Server Express and acquired the prerequisite datasets, you can extract the application files and run the HEAT DOS Batch File which will guide you through setting up the databases and executing the models. See <http://www.cse.org.uk/projects/view/1144>

Developed an app:

n/a

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

n/a

Any other relevant experience:

I have over twelve years experience of both research and practical delivery of sustainable energy and fuel poverty focussed initiatives. During this time he has developed his skills as a Senior Policy Analyst. In particular he is able to interpret the potential impacts of Government energy and climate change policy from the perspective of Government, businesses and householders.

In recent work for the Government's Fuel Poverty Advisory Group he has identified householders hardest hit by energy policy. By characterising these pre-dominantly electrically heated properties he has helped make the case for further funding via the capacity market.

I am able to identify the strategic implications for the delivery of policies. This could range from the required mix of sustainable energy measures to deliver the carbon targets within an energy supplier funded scheme, to identifying sub-stations for a distribution network operator that may need early strategic investment as a result of consumer's taking up low carbon technologies or electric vehicles. I am currently leading a high profile independent review of the Green Deal and ECO on behalf of Energy UK.

Are there any other reasons why you would like to become a member of ODUG?

Opening up access to data on energy use and carbon emissions will strengthen our ability to achieve our ambitious targets to reduce carbon emissions by 80% on 1990 levels by 2050; and support ongoing action to tackle fuel poverty. Yet much of the associated data is either completely unavailable or limited to a few institutions serving their own agendas or commercial interests. Where it is available, it is often restricted to ways which are opaque and completely inadequate for analytical purposes.

Are you currently a member of any other organisation(s) in a similar or related field?

No.

Name	Job title (s) and organisation (s)
Annemarie Naylor	Director, Common Futures & Associate Director (Community Assets), Locality
What kind of Organisation can you represent?	
Civil Society Community Activists	
Why do you think you can represent these organisations?	
<p>I am a Director at Common Futures, a start-up venture exploring digital asset and enterprise development by communities, and an Associate Director with Locality, the UK's leading network of community enterprise practitioners.</p> <p>Common Futures is working with The Creative Coop to implement a UK-wide action-learning programme - sponsored by DCLG, the Nominet Trust and the Social Investment Business - involving civic engineers and digital service/enterprise developers within the social enterprise sector: http://www.ourdigitalcommunity.org/ I am also a member of the Government's Local Public Data Panel, through my work for Locality, representing civil society organisations at the national level.</p>	
Which of the following Industries would you be able to represent.	
Public Sector Data	
Why do you feel you would be able to represent this industry?	
<p>I am a member of the Government's Local Public Data Panel - serving as civil society representative and supporting DCLG's work to improve transparency through the release of public data; for example, where it concerns local government asset holdings -http://locality.org.uk/news/improve-local-government-transparency/ or could be used by proponents of neighbourhood planning - http://planning.communityknowledgehub.org.uk/resource/neighbourhood-development-plans-and-gathering-evidence</p> <p>I benefit from a long-standing and close working relationship with Locality and a range of government departments as well as myriad local authorities in England. I am also involved in an action research and learning programme with an explicit open data strand working directly with civil society organisations. As such, I am well-placed to contribute an in-depth appreciation of the challenges and opportunities open data represents for the sector, and am able to access relevant organisations with an interest in this agenda directly.</p>	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
<p>I benefit from extensive involvement in event planning/execution - including, a community libraries conference for 100 public and civil society representatives held at the Whitechapel Ideas Store and linked to the prior development of a dedicated online peer network: http://libraries.communityknowledgehub.org.uk/ and associated twitter feed @ckhlibraries, and numerous community assets events supported by</p>	

@asset_transfer (which I continue to manage).
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
I have supported or developed cost/benefit analyses in a number of roles - including, as a member of the Cabinet Office's ICT Futures during 2012-13, when I was contracted to implement spend controls in relation to the high level ICT procurement decisions that government departments need to make. This meant working to very tight deadlines, rapidly absorbing complex technical information whilst understanding the strategic implications, and liaising across government departments including providing direct advice to Ministers where projects exceeded a value of £5m.
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
I led the development of two online platforms intended to utilise public and private data respectively: - The Place Station: http://www.theplacestation.org.uk/ - hence, http://locality.org.uk/news/improve-local-government-transparency/ - The Building Calculator (with Davis Langdon LLP): http://www.buildingcalculator.org.uk/
Developed an app:
I have coordinated the development of two web-based apps - The Place Station and the Building Calculator (see: above).
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
The Building Calculator is designed to function as a data-driven social business - http://www.buildingcalculator.org.uk/content/pricing-and-services - and, I am preparing to support social enterprise participants in the Our Digital Community Learning Programme with an interest in its open data strand over the coming year.
Any other relevant experience:
I am also a member of the Open Institute contributing to the work of the team preparing a submission to key stakeholders concerning its future trajectory - specifically, in respect of calling for investment to establish "Possibly...the Largest Open Network in the World" - http://commonfutures.eu/the-future-of-open-possibly-the-largest-open-network-in-the-world/
Are there any other reasons why you would like to become a member of ODUG?
The ODUG dashboard underlines the limited extent to which civil society organisations have, to date, understood and sought to take advantage of the Government's open data agenda. It is imperative that ODUG appreciates the challenges they face in relation to the same, and encourages others to address their needs through targeted interventions, as well as supporting those early adopters known to those benefiting from a "cross-over position". In addition, I would welcome an opportunity to explore in greater depth the potential for data coops and endowments to flow from ODUG's ongoing activities.

Are you currently a member of any other organisation(s) in a similar or related field?

The Local Public Data Panel (DCLG).

Name	Job title (s) and organisation (s)
Will Lovegrove	CEO Release Mobile
What kind of Organisation can you represent?	
SME Start Up Large Companies Systems Integrators	
Why do you think you can represent these organisations?	
SME: I've been running an SME mobile app development agency for 5 years Start-up: I'm re-inventing my SME business by building a data platform for Business designed to help exchange data between organisations via cloud hosted data APIs Large companies: I've previously held management positions for over 5 years in IT for global Media and Entertainment companies (specifically Universal Music Group) System Integrators: my organisation integrates systems and work alongside other system integrators on our Enterprise projects. Consequently this is a field which I know well.	
Which of the following Industries would you be able to represent.	
Consumer Products/Services Education Financial Services Industry Retail Data Products/Service Delivery PR/Communications	
Why do you feel you would be able to represent this industry?	
The industries are all markets in which my company has operated by building apps, providing IT services or selling data products into.	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
I chaired a conference in March 2013 on the impact of open data in the Music Industry. This involved helping to shape the agenda of the conference, using my business contacts to invite speakers to participate, promote it on social networks, open and chair the conference on the day (including moderating a panel). Gavin Starks from ODI was one of the conference speakers and panelists. The agenda for the event is here: http://www.music4point5.com/#/open-data-agenda/4573274398 More information is added as a word doc to this application.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
Broadly speaking this is one my my key job functions either as a consultant for my clients or as the CEO of a company which is constantly assessing the cost/benefit of	

software features on its products. As a result it feels like I'm continually performing a cost/benefit equation either formally (with various established techniques & assessment matrixes) or informally (in the back of my head).

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

I have applied for and won 2 TSB administrated SMART grant for innovation in the field of data, open data, APIs and cloud services.

Full project details are available publicly at <https://www.innovateuk.org/projects> & summarised here:

1) Enterprise API: This project created a cloud hosted "Data API creation" platform that automatically converts Excel & CSV documents into data APIs. Its publicly available as a SaaS product at <http://www.datownia.com> We have held "open data" trials with London Borough of Lambeth, several commercial businesses and are currently in discussions with several Open Data Institute incubated companies about using datownia in their open data projects.

Grant Value £88,949

Costs £148,249

2) System Sync (#720285): This project will create a prototype software product that will combine common business tools such as Excel Spreadsheets and cloud storage media (like Dropbox & Box) into a technology system that will make the process of collecting data from small businesses faster, easier, cheaper and better for the environment than current processes.

Grant Value £217,825

Costs £484,056

Developed an app:

My consulting organisation (Release Mobile <http://www.releasemobile.com>) builds mobile and web based apps for its clients including Universal Music Group, ABRSM, John Wiley, Faber Music Publishing. Full details on all our app projects and case studies are available at <http://www.releasemobile.com/clients.html>

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

As part of the Enterprise API project we worked with London Borough of Lambeth to turn their open data files (CSV documents) into an open data API accessible to their community of local developers. More info here:

<http://www.datownia.com/caseStudies.html>

Any other relevant experience:

Are there any other reasons why you would like to become a member of ODUG?

I think I can bring a combination of perspectives to the table:

- a) The perspective of a mobile app developer
- b) The perspective of a business owner who has evaluated open data from public bodies and the role that could play in commercial projects
- c) The perspective of a business owner who has considered opening up business data to be consumed as open data by others

Furthermore, whilst I am a strong advocate of "everything open" as far as public body information is concerned I also have opinions when it comes to business data held in corporations. For me "corporate open data" is the bigger challenge and potentially the bigger opportunity for social change.

I think I'd enjoy the debate, the advocacy and the learning experience of being a member of ODUG. My hope is that it would be a stimulating experience that would trigger new ideas and thoughts in myself and others.

Whilst I have a SaaS product that can be used to "open data" if I was appointed a member of the group, I would not use this position as a sales-platform for my own companies products and services. (In part because I know that my companies products and services are not the only answer to the challenges and complexities of open data).

Are you currently a member of any other organisation(s) in a similar or related field?

No. I rarely get involved in quangos or committees. ODUG could be the exception because I'm engaged in this field and have opinions on it.

Name	Job title (s) and organisation (s)
James Cutler	CEO
What kind of Organisation can you represent?	
SME Start Up	
Why do you think you can represent these organisations?	
emapsite is an SME (was a start up) and has spent the last 13 years working with data from across the public sector, open, proprietary and commercial worlds. I have sat on 2 Geovation panels advising on how to better use GI data in particular from both technical and financial sides. On a personal level I have been and continue to be critical of some of the ways in which the data environment is understood, portrayed, analysed and exploited by many and believe that it is everyone's interests for there to be a more balanced and nuanced appreciation of the challenges and opportunities to be had from open data and to be realistic about what can be achieved.	
Which of the following Industries would you be able to represent.	
Geospatial Public Sector Data Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
emapsite is a service delivery platform for location content with customers accessing and using a range of open and commercial data sets across public sector, engineering, utility, land and property and other sectors.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
Started 5 successful companies on 3 continents	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	

That's what running a business of any kind depends upon; I believe that the "business cases" currently produced by ODUG need to better reflect the kind of due diligence required to create a credible argument for targeting or prioritising a data set release.
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
All of the above across 5 businesses on 3 continents over the last 20 years.
Developed an app:
Personally not a developer but www.emapsite.com is open to all
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Open data forms part of the emapsite platform and helps drive revenues directly and indirectly.
Any other relevant experience:
Are there any other reasons why you would like to become a member of ODUG?
From the outside (and outside the Tech City bubble) it can appear that existing commercially successful companies with proven business models in the data space are being overlooked (in relation to start ups with less well developed models) in terms of the value they can bring to the table, the lessons learnt, the reality behind the rhetoric, the knowledge of the suppliers, the users, the use cases and so on. This seems a missed opportunity, one which I may be equipped to provide.
Are you currently a member of any other organisation(s) in a similar or related field?
AGI member; ASAP member

Name	Job title (s) and organisation (s)
Malcolm Starke	Head of GIS Innovation and Insight at Openreach
What kind of Organisation can you represent?	
Large Companies	
Why do you think you can represent these organisations?	
I have over 10 years experience of using GIS systems with both internal and external data to shape strategy, inform decisions, monitor results and create new opportunities/	
Which of the following Industries would you be able to represent.	
Consumer Products/Services Industry	
Why do you feel you would be able to represent this industry?	
10+ years of practical GIS experience in the industry	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use	

of social media:
created teams to produce GIS analysis within BT, produced and delivered in-house and external training courses.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
Produced the analysis for the initial deployment of DSL in the UK, managed that deployment and successfully won the £16.5m Scottish OJEC bid
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
Created internal database to assist in business decisions, see als 5b) above
Developed an app:
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
created intranet application for our Public Affairs team to relate DSL and NGA rollout against OS Boundaryline local authority and parliamentary boundaries
Any other relevant experience:
Are there any other reasons why you would like to become a member of ODUG?
Are you currently a member of any other organisation(s) in a similar or related field?
ESRI, Mapinfo User Group, Also see LinkedIn profile: http://uk.linkedin.com/pub/malcolm-starke/b/851/285/

Name	Job title (s) and organisation (s)
Dominique Lazanski	Head of Digital Policy
What kind of Organisation can you represent?	
Civil Society	
Community Activists	
Why do you think you can represent these organisations?	
<p>The TaxPayers' Alliance has a wide range of supporters across the UK. We are actively engaged in campaigning in London and in our regional areas including Leeds, Hull, Bath, Bristol and Manchester. We have very active volunteers who do effective outreach. In short, we have a sense of what is going in London and across the UK with effective two communications between them and us.</p> <p>Personally, I have a wide network of civil society contacts both in the UK and I regularly meet with them in addition to speaking with them at different panels across the globe. I keep in close contact with them and they have helped to get the word out</p>	

to the wider civil society community. When the discussions over the PAF were going on I worked with my own organisation as well as with the Open Rights Group to ensure that a wide group of community activists - not just in London - knew what was going on and what might happen. As a result a number of them wrote in to central government with their opinions on the PAF.

As mentioned, my connection with civil society and community activists extends beyond the UK as well. I have spoken about my involvement with the Open Data User Group at conferences in Baku and Geneva over the last 12 months. As a result I have started to work with a network of civil society groups in the Middle East and I will be speaking to them at a conference in the Autumn.

In summary, through my organisation and my own work I have connections with a large number of groups and individuals in the UK and abroad.

Which of the following Industries would you be able to represent.

Tax

Why do you feel you would be able to represent this industry?

The TaxPayers' Alliance works to campaign for lower taxes and transparency in the use of taxes. As a result of this we have a number of researchers and experts on staff who have worked in the areas of finance, tax, health, welfare, and pensions, among others. I draw on this experience and expertise in the work that I do on broadband, internet governance, transparency, open data, and regulation. So while we are a tax focused organisation, we are well versed in researching a number of different topics with a critical eye and analytic mindset.

Additionally, I would say that policy and civil society are two 'industry' areas not represented in the above, but should be considered as 'industry' or sectors. Both are important for open data in their own right and should be considered as critical to an Open Data User Group. I consider myself well versed in civil society in the UK and abroad (see #2) and I'm a policy researcher, having written papers on open data and other digital policy areas. All of this is to say that I would represent a number of different industry areas as listed and not listed above.

**Tell us of a time when you did any of the following
Built a network of users – ran a conference, talk or meet up – including the use of social media:**

I have ran a number of conferences, talks and meet-ups over the years. One that comes to mind was at the Conservative Party Conference in 2011. I held a panel discussion on Digital Policy. I booked the speakers, booked the event space, planned the running order, paid for the event and marketed the panel in the context of a wider conference. As a result we had over 100 people who joined us in person and online.

I regularly help to plan events for the TaxPayers' Alliance. Several months ago I held a working lunch in which I had to plan the invitation list, manage the responses, book the catering, and manage the discussion throughout the lunch. These happen on a bi-monthly basis.

Currently, I am in the process of working with the Cabinet Office and a few other Open Data User Group members to plan the September event for ODUG as both a

celebration and way to mark the new year.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
<p>Working in the private sector over the years meant that I had to draw up a business case for making new products or services online - especially in my five years at Yahoo!. More recently, I have been working on a cost/benefit analysis for private sector infrastructure consulting work that I have been asked to undertake. The work involves analysis going into specific countries in Africa and making the case for or against the building of telecommunications infrastructure in key countries.</p> <p>As a member of the Open Data User Group I have helped with several business case development. I started a few business cases and fed back on a few others. In particular I helped with an early draft of the DVLA business case.</p>
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
My husband and I, in our spare time, have identified a market opportunity around public and privately held creative industry data. We haven't developed it into a full time project yet, but we are currently working on a service that will allow for users of the service to work with manipulating the data and reusing it for their own services and applications. It is in the very early stages at the moment so nothing definitive yet!
Developed an app:
I haven't developed my own app though I've done a lot of beta testing of other apps over the years.
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
I have not done any of these things yet, but know and support a number of people who have.
Any other relevant experience:
<p>In addition to working with the TaxPayers' Alliance I also do freelancing strategy and policy consulting for large and small Internet companies based in the UK and abroad. I have worked with a number of people based in Tech City and around the general area. Though I am Westminster focused and government policy focused, I have a larger network of friends, former colleagues and business contacts that I can draw from if need be. I can advocate for and see the connections between policies made in government and how that will impact a wider community and the economy in general. Effectively, I'm a generalist in many areas of digital policy and I can see the impact of the open data agenda across a number of different constituencies.</p> <p>Prior to my work with the TaxPayers' Alliance I worked in the private sector at companies like EMC, Yahoo!, eBay and Apple, and I have done a lot of freelancing work. I am extremely passionate about open data and digital policy in the UK. With my extremely varied background I have seen the difference open data and the right digital policy in general makes across the private sector, civil society and government. All of these experiences, in my mind, are relevant to this application.</p>
Are there any other reasons why you would like to become a member of ODUG?

I am currently a member of ODUG and I would love to become a member again because of the very fact that we made a difference this year to work inside government and to wider debate and discussion on open data. I really enjoyed working with Heather and all of the ODUG members and I feel that we accomplished a great deal. But we are just getting started and I would like to continue to be a part of ODUG so that we can continue the work that we started and see a number of business cases and projects through to the end.
Are you currently a member of any other organisation(s) in a similar or related field?
I am currently a member of the Tax Transparency Board and the Multistakeholder Advisory Group on Internet Governance - both with HMG. Also, I am a member of Tech Hub near Old Street.

Name	Job title (s) and organisation (s)
Lisa Marks	Director of Data Intelligence Academies Enterprise Trust
What kind of Organisation can you represent?	
Academia Local Government	
Why do you think you can represent these organisations?	
As an emerging sector, a multi academy chain, we see the benefits to all to ensure the research and development we carry out is available for all stakeholders. I	
Which of the following Industries would you be able to represent.	
Education	
Why do you feel you would be able to represent this industry?	
Working with 76 academies; and the associated local authorities along side teach first and the national teaching school alliance puts us in a good position to represent the new education sector.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:	
Developed an app:	
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value	

out of open data; developed a credible business model on the basis of open data:
Any other relevant experience:
I have created software to develop school improvement across a group of schools or academies.
Are there any other reasons why you would like to become a member of ODUG?
Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Zerrin Lovett	Government Property Unit
What kind of Organisation can you represent?	
Start Up Central Government	
Why do you think you can represent these organisations?	
I am currently an employee of the Cabinet Office, however, I am currently starting a PhD and am in the process of setting up a data led website which will provide very valuable information/ intelligence to clients procuring construction projects and the contractors bidding for the work	
Which of the following Industries would you be able to represent.	
Education Public Sector Data Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
I am currently doing a research led degree and I am setting up a website database for the public and private sectors	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
I've run several conferences for the Cabinet Office I have a good network on linked in	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
I have Led as the Client for the Highways efficiency programme on Benefits, written strategies for 2 large PFI projects and for one of the recommendations on Civil Service reform.	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:	
I am developing a website for the construction industry that will advise on cost of	

construction and sensitivity analysis of procurement routes. To do this I am collecting data on a large number of completed construction projects
Developed an app:
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
See 5c
Any other relevant experience:
I have a lot of experience both in the public and private sector as a consultant, client and provider
Are there any other reasons why you would like to become a member of ODUG?
I feel very passionately that information, that is not sensitive should be shared. I believe tat in doing this the Government will enable its employees to improve the way in which they operate
Are you currently a member of any other organisation(s) in a similar or related field?
no

Name	Job title (s) and organisation (s)
Graeme Stewart	Director of Public Sector Strategy and Government Relations McAfee
What kind of Organisation can you represent?	
Large Companies	
Why do you think you can represent these organisations?	
Ive spent the last 12 years working with Public Sector organisations helping them secure their data. At the moment I have a strategic role, managing the relationship between McAfee and Public Sector, advising organisations as diverse as the FCO and Local Authorities on how they might best implement policies realting to privacy, cyber security and risk	
Which of the following Industries would you be able to represent.	
Industry	
Why do you feel you would be able to represent this industry?	
See above	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
I have a large network of dispirate contacs that I have built up (see here: uk.linkedin.com/in/graemestewart/) and a large following on twitter. I write and comment oin the media extensively, all of it based upon my experiences of working with Government	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
Working for a US corporate organisation, the use of business processes and	

business cases is a daily occurrence
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
Developed an app:
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Any other relevant experience:
Are there any other reasons why you would like to become a member of ODUG?
I specialise in asking the stupid questions that nobody else in the room is comfortable asking. I generally find this gets results
Are you currently a member of any other organisation(s) in a similar or related field?
Chair of the Intellect Local Government Group, member of SOCITM, working on various programmes across Whitehall

Name	Job title (s) and organisation (s)
Adrian Gregory	CEO, DQM Group
What kind of Organisation can you represent?	
SME Research Media Other	
Why do you think you can represent these organisations?	
<p>DQM Group established in 1996 has grown to become arguably the leading provider of data governance services to the UK marketing industry. Well over 50% of all major commercial data owners and increasingly leading brands rely on us to protect their valuable data. Whilst working for typically major organisations we are ourselves an SME and have a very good understanding of the challenges and opportunities we face in relation to data.</p> <p>DQM Group plays a very active role in the industry. Members of Intellect, PPA, DMA and IDM I chaired the IDM Data Council and DMA Data Governance Working Party for many years till December 2012. I am still a member of the IDM Data Council and a colleague chairs the DMA DGWP. we also sit on the DMA Foundation and DM Commission.</p>	

We launched the acclaimed DataIQ programme of publications, events, research and on-line aimed at promoting business success from intelligent use of data and best practice in 2011 and now have over 3,000 members with some 2,000 professionals having attended our events. Our DataIQ sponsors and partners include Experian, Callcredit, DMA, IDM, Royal Mail, RAPP, SDL, Neolane (Adobe) and Teradata.

Which of the following Industries would you be able to represent.

**Geospatial
Industry
Market Research
Data Products/Service Delivery
PR/Communications**

Why do you feel you would be able to represent this industry?

Our customers and members of the DataIQ community cover all sectors but we have most traction with businesses that have large columns of personal data. Not on your list is the not for profit sector including charities where we have a lot of experience too.

**Tell us of a time when you did any of the following
Built a network of users – ran a conference, talk or meet up – including the use of social media:**

Many events as DQM Group and especially through our DataIQ programme. We now run 2 major data conferences a year (DataIQ NOW! and DataIQ Future Summit - <http://www.dqmgroup.com/events>) each attended by 220+ and the IQ Talent Awards - 500+. In addition, we run c. 4 adhoc half day DataIQ Masterclasses each year. The next is on Big Data on 25th September at Osborne Clarke in the city.

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

Again many for my own companies (started first data business in 1988) and for clients. I was a founding director of PointX the first Govt private sector JV through Ordnance Survey with Landmark Information Group (DMGT). Whilst Chair of the IDM Data Council we developed the first qualification for data management which has a module on this subject. Over 1K have now signed up for this qualification. <http://www.theidm.com/qualifications/data-management/>

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

Again many from award winning products such as Business Accumin developed with DunnHumby in 1991 to more recent examples such as our Secure Data Distribution and Governance Hub. See http://www.dqmgroup.com/services/data_list_seeding

Developed an app:

We're planning a DataIQ app for 2014.

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

Not yet. I've always licensed data in the past eg PAF, BT OSIS, D&B etc but I am

very interested in the opportunities the Open Data Initiative is creating.
Any other relevant experience:
I think I've covered most already. I also own and run Context4 a data classification and product development specialist. I am a member of the Royal Mail Advisory Council chaired by Royal Mail CEO Moya Greene.
Are there any other reasons why you would like to become a member of ODUG?
I'm passionate about promoting the positive use of data to drive business success and helping individuals and organisations protect and maximise the value of their data assets. I believe the Open Data initiative has considerable potential to help support the growth of the data industry and consequently the economy generally.
Are you currently a member of any other organisation(s) in a similar or related field?
Intellect, PPA, IDM, DMA.

Name	Job title (s) and organisation (s)
Nicola Herbertson	CEO Hao2.eu and Virtual Worlds Researcher SMARTLab Univeritiy College Dublin
What kind of Organisation can you represent?	
Other	
Why do you think you can represent these organisations?	
<p>Hao2.eu is a social firm (more than 50% of our staff have disabilities) I would like to represent the open data needs of social firms and other organisations across all sectors who are improving the quality and impact of public services and diversity of workforces particularly in terms of disability across all sectors but particularly in education, welfare, health and the public sector.</p> <p>Hao2.eu is an award winning social firm using 3D virtual world technologies to improve services and increase vocational training and employment opportunities for people with disabilities not just in the UK but also internationally.</p> <p>I have both personal and professional knowledge and understanding of disability and experiece of working in both private, public and third sectors. I am currently also working as a part time researcher for SMARTlab - a social innovation hub at University College Dublin - helping them explore the potential and affordances of 3D virtual worlds / cloud services. Open data is critical to future innovation and improvement in public services for people with disabilities, enabling business and individuals of all types and sizes to make a difference if their needs are understood, the quality of data can be maximised/assured and processes to enable access to and use of open data are effective, accessible and sustainable</p>	
Which of the following Industries would you be able to represent.	
Education Health Public Sector Data Welfare	
Why do you feel you would be able to represent this industry?	
These industries are struggling to meet their statutory duties in relation to disabled and vulnerable users and users with complex needs and effective and efficient use	

of open data has the potential to enable substantial improvements and savings if the needs of end users are adequately understood. If social firms and organisations with expertise in working with vulnerable groups in these industries can effectively access and use open data, this will increase their capacity to improve services/outcomes, save money and innovate. However, there are significant barriers to achieving this and these need to be identified, communicated and overcome in order to realise the full potential and benefits of open data.

Tell us of a time when you did any of the following

Built a network of users – ran a conference, talk or meet up – including the use of social media:

In March 2011, I created a consortium which successfully secured Technology Strategy Board (TSB) funding to support a range of events using 3D social media / cloud technologies. This enabled 40 professionals and women with autism to participate remotely in a event about women and autism via the internet using avatars. One of the professionals participating observed that they had learnt more about the needs of women with autism by reading the 25 pages of instant messaging chat generated by the audience in the 3D virtual world than they had by attending any other form of training or event

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

Using a cost benefit analysis created as an outcome of our 2011 TSB collaborative research and development project, in December 2011, I worked with Remploy to create a cost benefit analysis and business case to support collaborative research and development of personalised products and services for people with autism and learning disabilities using 3D cloud services / technologies. This drew on research and data from the National Audit Office, validated and correlated with academic research and end user feedback and experience to make a compelling case for action.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

Hao2.eu has developed 3D cloud services and a unique socially responsible business model which directly and indirectly will increase access to vocational training and employment for people with autism and tackle their exclusion from society. Effective data management, capture and access to open data is critical to support the future growth of our business and we are currently analysing data from the National Audit Office and other relevant board / groups / organisations such as National Autistic Society and the Autism Strategy Group. Better use of and more access to open data in for example, the charitable sector, could be transformational enabling more proactive and responsive services design and development and earlier interventions. It could also enable end user to understand and influence the value they are getting from the organisations they donate to and the government supports through Giftaid. However, there are significant barriers to achieving this which if left unaddressed would represent a huge missed opportunity to better support the needs of the most vulnerable people in our society. For example, there is a risk that requiring more personal responsibility for budget and finances (eg. personal budgets) could result in more people mis managing their finances and resulting in debt / poverty /

homelessness and poorer health - open data could not only proactively monitor these kinds of risks but also identify where early intervention and prevention programmes would reduce the public cost / impact of this happening

Developed an app:

I have developed knowledge, expertise and capacity to harness the potential of 3D cloud services to visualise data and enable service innovation to tackle costly and complex social challenges such as the on going exclusion of people with autism from employment. Our apps are now being used not only to improve access to vocational education and employment opportunities for people with autism but also to enable other organisations to understand and visualise data in new ways. For example, in a current project, we are developing an app in a 3D virtual environment which will help to improve their financial awareness and literacy and make better and more informed choices related to finance

<http://www.hao2.eu/>

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

I am currently using open data about this such as the epidemiology of autism in the UK and internationally, local authority data etc to plan how to increase access to our support and services for people with disabilities in a sustainable way - and to build the capacity of other organisations to exploit the potential of open data and 3D cloud services for service innovation. I am also researching how to enable access to other organisations to our data in a safe and sustainable way which maximises social value and impact whilst not undermining the competitiveness of our social enterprise

Any other relevant experience:

Leadership and management Level3 qualified trainer, assessor and verifier
Public sector funding manager in Education Sector
Qualified project manager
Degree in Mandarin Chinese and Law (Public International Law, Legal Systems of Asia and Africa, Chinese Law)

Are there any other reasons why you would like to become a member of ODUG?

1 in 20 people are born with a disability, 1 in 2 of us die with a disability. The cost to individual and society of these statistics is huge and in the context of an ageing population, it is essential to consider disability and accessibility issues in all areas / at all stages including open data as well as in the business case and procurement activities etc. Disability related issues impact on all industries and sectors and yet the needs of disabled users are rarely considered at the right time - resulting in costly errors and lost opportunities. The open data initiative could tackle this promoting the role / good practise in the use of open data to tackle exclusion, improve inclusion and promote service innovation for the most vulnerable groups in our society. With an IT and design industry with one of the worst track records of any industry in terms of diversity, especially in relation to disability, there is a significant risk that without representation for people such as myself with knowledge of the issues, an open data initiative will fail to bring about sustainable transformation for some of the most needs, highest and most costly users of services.

Are you currently a member of any other organisation(s) in a similar or related

field?
I am currently also working as a virtual world developer / researcher for SMARTLab University College Dublin

Name	Job title (s) and organisation (s)
Michael Cochrane	Application Development Manager NI Assembly
What kind of Organisation can you represent?	
Systems Integrators Local Government Central Government	
Why do you think you can represent these organisations?	
I have led the open data initiative for the Northern Ireland Assembly (http://data.niassembly.gov.uk), the devolved legislature for Northern Ireland. I work closely with the Northern Ireland Civil Service and local councils to provide efficient data and technical services.	
Which of the following Industries would you be able to represent.	
Public Sector Data	
Why do you feel you would be able to represent this industry?	
I have been providing public sector data services, including parliamentary data. I am currently working on providing Members' Expenses and Office Costs as an open data service, and working on linked data projects with NI Governmental Departments	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
I recently organised and led an inter-parliamentary ICT conference for delegates from all UK Parliaments, Ireland and Canada, which included discussions on the use of parliamentary open data. I have since visited the Scottish Parliament to help initiate their open data project. I have held face to face meetings (and social media 'tweet-ups') with various voluntary organisations and hackathons to discuss possible open data initiatives and provide feed back forums for our current services.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
As part of developing business cases for our current open data services, I provided benefits analysis to Senior Management. This included reports on things such as numbers of errors reported by the press / online which would be negated by providing these services, and also relevant costs of responding to numerous Freedom of Information requests which could be reduced by providing open data as part of the overarching publication scheme.	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:	
I have worked closely with voluntary organisations and PR companies in the drafting of business cases in order to gain funding for the development of apps based on our services. One example of this is the Northern Ireland Council for Voluntary Action:	

http://www.nicva.org/niassembly
Developed an app:
I have developed apps based on our open data service, both in web and mobile-friendly format. http://aims.niassembly.gov.uk and http://m.niassembly.gov.uk
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
I have supported the development of a commercial iPad app, created by The Stationary Office (TSO) which links parliamentary official reports from the Northern Ireland Assembly, House of Commons and House of Lords: http://www.tso.co.uk/our-expertise/case-studies/hansard-official-reports-ipad-app
Any other relevant experience:
Are there any other reasons why you would like to become a member of ODUG?
I am passionate about open data and linked data, and am constantly trying to improve the services provided across Northern Ireland. I believe that being an Open Data User Group Member would provide me with more networking opportunities and shareable skills on how to improve these services
Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Dr Brian Fisher	GP PAERS Ltd Lewisham CCG
What kind of Organisation can you represent?	
SME Research Community Activists	
Why do you think you can represent these organisations?	
I am co-director of PAERS Ltd a very small software company. I have done research published in peer-reviewed journals and I am an honorary researcher at Guys and St Thomas's Medical School. I am involved in the Save Lewisham Hospital Campaign which is a community activist group.	
Which of the following Industries would you be able to represent.	
Health	
Why do you feel you would be able to represent this industry?	
I work in the health field - in the NHS and outside it.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
today	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
In the last year.	

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
within the last 6 months
Developed an app:
My company is doing so at the moment.
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
PAERS Ltd enables NHS patients to have access to their electronic GP record. We are now in a position to make some financial returns on this.
Any other relevant experience:
No
Are there any other reasons why you would like to become a member of ODUG?
No
Are you currently a member of any other organisation(s) in a similar or related field?
I am peripherally involved in Patient Online exploring how best to implement patient record access in the NHS.

Name	Job title (s) and organisation (s)
Paul Henderson	Head of BI, Ascribe Ltd
What kind of Organisation can you represent?	
SME	
Why do you think you can represent these organisations?	
Ascribe has presence in >80% of NHS organisations and provides business and clinical intelligence solutions to >150 organisations in the Public and Private Sectors in the UK and abroad. Our goal is to improve the safety, quality and cost-effectiveness of personal, health and social care through promotion of wellness and treatment of the sick. We are frustrated at the Gartner evidence which shows that 90% of business decisions made ignore 90% of the available evidence to support them because intelligence is inaccessible to those that need it. So, we have empathy with the business and clinical goals underpinning data, skills in data processing, customers with whom we can work as the group formulates ideas and the scale to be able to use open data to improve the UK's health and social care system.	
Which of the following Industries would you be able to represent.	
Health	
Public Sector Data	
Why do you feel you would be able to represent this industry?	
See answer to question 2.	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	

We run national conferences of our own user community on a national and international basis. We hold user groups within each of our product and service areas. We are known as thought leaders through our blogs, tweets and other web presences. Our staff are frequently asked to be guest speakers at international events, due to their thought-leadership position.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
In each of our 150 BI customer environments we start each project, using our change and transformation consulting team, by establishing the benefits sought by the use of data and technologies to manage information flows. This forms the business case for all our work.
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
We run many data-driven engagements with customers or communities of customers as we support care service transformation and commissioning / contracting, including Public Health. We receive funding from multiple sources, mainly our customers but also government and industry grants.
Developed an app:
As a software company we have many apps in use in the NHS - too many to list here. See www.ascribe.com
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
We support a number of council / healthcare initiatives which join a range of public health related data sets to indicate likely consumption of health and social care services.
Any other relevant experience:
sorry to submit half completed - there is not a save button and I need to leave this now....
Are there any other reasons why you would like to become a member of ODUG?
Very many - specifically we are in a unique position to get value from open data for the public and patients.
Are you currently a member of any other organisation(s) in a similar or related field?
Very many

Name	Job title (s) and organisation (s)
Dr Hugo van Woerden	Director of Innovation and Development, Public Health Wales
What kind of Organisation can you represent?	
Research Civil Society Systems Integrators	

Other
Why do you think you can represent these organisations?
I am a public health specialist with an interest in seeing datasets that are collected used to maximum effect to the benefit of society as a whole. I believe that existing data sets could be subject to more effective use, particularly if data sets were linked to create longitudinal records. I believe that I typify the views of many public health specialists and in that way I believe that I am able to represent that community.
Which of the following Industries would you be able to represent.
Health
Public Sector Data
Why do you feel you would be able to represent this industry?
I have skills and experience in analysing datasets and using this information to inform service planning in a health context. I would hope to add value to this process and support the on-going development of open data.
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:
I work collaboratively as a public health specialist to improve the health of the population. For example, on two occasions I have worked with clinical staff, public health colleagues and data analysts to bring together, collate and analyse end stage renal failure data in Wales. This work has published in a couple of research and has subsequently been used to inform the development of renal services in Wales.
References
van Woerden HC, Wilkinson J, Heaven M, Merrifield J. The effect of gender, age, and geographical location on the incidence and prevalence of renal replacement therapy in Wales, BMC Nephrology 2007, 8:1. Christie S, Morgan G, Heaven M, Sandifer Q, Woerden H. Analyses of renal service provision in south and mid Wales. Public Health, 2005; 119(8):738-742.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
Developed an app:
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Any other relevant experience:

Are there any other reasons why you would like to become a member of ODUG?

Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Corrado Boscarino	Postdoctoral Researcher Free University Amsterdam

What kind of Organisation can you represent?

**Academia
Research**

Why do you think you can represent these organisations?

I have an extensive research experience in data representation and processing. My group just received a 500k grant from the Dutch research council for research on open data and I'm the principal investigator in this project.

Which of the following Industries would you be able to represent.

Why do you feel you would be able to represent this industry?

**Tell us of a time when you did any of the following
Built a network of users – ran a conference, talk or meet up – including the use of social media:**

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

Developed an app:

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

Any other relevant experience:

Are there any other reasons why you would like to become a member of

ODUG?
Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Ian Makgill	Managing Director, Ticon UK Ltd
What kind of Organisation can you represent?	
SME Start Up	
Why do you think you can represent these organisations?	
We're running an open data start-up using public spending and purchasing data. As a small company with a long history of working with Government procurement and purchasing, we also know how hard it is to gain access to the best data, and to turn that into a living product.	
Which of the following Industries would you be able to represent.	
Investigators/Antifraud Market Research Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
I've worked extensively on research projects, as well as on anti-fraud investigations for private companies. I'm going through the daily challenge of building and delivering a data service.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
My team is currently building a network of users, our new open data service (www.spendnetwork.com) is in private beta, before go live next month. I've previously run the project office for the National e-Procurement Project, which involved establishing a range of conferences and networking events in Local Authorities across England.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
As business consultant, I've completed a large number of business cases. For example, I've conducted 24 business cases for the use of prepaid cards in Local Authorities. I am used to taking a robust approach to measuring benefits and evaluating the impact of making a business change.	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:	
All of our business cases were used to source funding for a piece of work. I'm in the process of launching our first data based service, a database of all EU tender documents. The project is currently in private beta, however, if you'd like to become	

a test user, please contact us directly for a login.
Developed an app:
We've not developed an app.
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Our new venture is an open data business, we're on the ODI startup programme and are committed to creating a successful Open Data business.
Any other relevant experience:
I've worked as a supplier Central and Local Government for over 15 years, and have an excellent understanding of the workings of government and the data that they use. We are well versed in using the FOI act to access data and to get responses to key questions. I also understand the restrictions placed on Government data, (e.g. the Data Protection Act).
Are there any other reasons why you would like to become a member of ODUG?
<p>I'd personally like to drive forwards the availability and quality of purchasing and spending data, however, I have a broad commitment to open data and would like to commit time and effort to expanding the catalogue of government data that is made open.</p> <p>I recognise the need to work with Government when trying to release data, rather than just demanding openness, we have to bring people with us on this journey and show them the benefits of working openly.</p> <p>I've included an article that I've written on how to manage personal data in spend analysis. I hope this provides some insight to our thinking and our work in this area.</p>
Are you currently a member of any other organisation(s) in a similar or related field?
We are on the ODI startup programme.

Name	Job title (s) and organisation (s)
Lisa Chittenden	Data Strategy, Transactis Ltd
What kind of Organisation can you represent?	
SME	
Why do you think you can represent these organisations?	
We currently utilise several govt datasets already for central and local govt projects, as well as for commercial projects. We would like the opportunity to access more data to make decisioning for these clients more accurate and relevant.	
Which of the following Industries would you be able to represent.	
Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
Transactis Limited is a major provider of data solutions of government and commercial needs	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	

Transacts often run webinars and client seminars to discuss new opportunities. EG our home shopping clients (approx 50) are invited to regular sessions talkback sessions to discuss their needs and where we present new offerings
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
we have an existing data asset which we are continually trying to improve. Last year I built a cost benefit case to determine whether we should some new variables - the cost of resource and technology change did not justify the investment
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
Data Products is approx 50% of Transactis' revenue base and as such my role is ongoing in the development of new ways to utilise data for existing and new clients. our most recent new product was the development of a suppression file for marketing created from movers
Developed an app:
No.
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
in a previous role, I did use some postcode level data of consumer financial spend habits to develop a segmenation tool for marketing purposes
Any other relevant experience:
I have worked in consumer data for over 20 years, designing and building client solutions utilising various data elements and deriving new products.
Are there any other reasons why you would like to become a member of ODUG?
Are you currently a member of any other organisation(s) in a similar or related field?
Member of the DMA Data Council

Name	Job title (s) and organisation (s)
Harvey Lewis	Research Director, Deloitte
What kind of Organisation can you represent?	
Large Companies Research Systems Integrators	
Why do you think you can represent these organisations?	
I currently work for Deloitte UK. I collaborate on open data with colleagues in Ireland, France, Belgium, Switzerland, Canada, the USA, Australia, South Africa, Turkey, Israel, the Netherlands, Denmark, France, Romania and Germany. Deloitte UK runs a very successful data analytics practice with more than 600 people (over 5,000 around the world). I have also spent more than 16 years working with large systems	

integrators (BAE Systems and Logica - now part of the CGI Group). I have a research background (PhD) and am responsible for the research programme for Deloitte Analytics in the UK.
Which of the following Industries would you be able to represent.
Consumer Products/Services Education Environment Financial Services Geospatial Health Industry Investigators/Antifraud Legal Public Sector Data Retail Tax Transport
Why do you feel you would be able to represent this industry?
I work across many industry sectors as part of my role as research director for analytics in the UK. I have particular experience working with open data in the financial services, health, defence, security and justice, and education areas. I work alongside professionals in the tax, forensics (anti-fraud), manufacturing, transport, hospitality and leisure and energy and resources sectors. I have many years' of experience in the public sector, particularly defence and national security.
Tell us of a time when you did any of the following
Built a network of users – ran a conference, talk or meet up – including the use of social media:
Built a virtual team of big and open data experts across Deloitte from Canada, Australia, UK, Singapore and the USA. Worked with others in Deloitte to run two open data mash-up days with school children from Barnet and Lambeth boroughs.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
Worked as part of the Shakespeare Review team developing an economic assessment of the value of public sector information. Authored the report "The cost of cybercrime" in 2011 in collaboration with the Cabinet Office when working for Detica Limited (now part of BAE Systems).
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
Collaborating with colleagues in Deloitte US and Deloitte Australia, who are partnering with open data aggregators and open innovation companies. Working with a large global media client to help them formulate a strategy for new business models around open data.
Developed an app:
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value

out of open data; developed a credible business model on the basis of open data:
Currently working with numerous organisations in the financial services, media, legal and civil society/social innovation sectors to help them to generate value from open data.
Any other relevant experience:
I've been working with Professor Sir Nigel Shadbolt for the last two years on open data. We have published three reports - Unlocking Growth, Open Data and Open Growth (please see: http://www.deloitte.com/view/en_GB/uk/market-insights/deloitte-analytics/open-data/index.htm). I am currently working on several new research projects that are using open data to address business issues. These include retail network optimisation, analysis of police and justice outcomes, health of the nation, and higher education analysis. Our plan is to publish papers on these in due course. As part of the research, I (and other members of my team) have developed skills in data analysis using a range of tools, including R, Python, OpenLayers, Gephi (all open source) and Tableau, Qlikview, and SPSS. I have been working with a prominent university business school to help MBA students explore open data as part of a project.
Are there any other reasons why you would like to become a member of ODUG?
I'm extremely passionate about open data - and in particular making what is published more accessible. And more data is made available. From a personal perspective, I enjoy exploring the open data and it is part of my role to help Deloitte's clients use it, too.
Are you currently a member of any other organisation(s) in a similar or related field?
No, although I have given presentations on open data to the Demographic User Group (DUG), Lasa (association of London charities), the Government's knowledge and information management community, and APPSI.

Name	Job title (s) and organisation (s)
Samuel Leach	Data scientist and developer at Inquiron
What kind of Organisation can you represent?	
Start Up Academia Research	
Why do you think you can represent these organisations?	
I work for a startup (six people) that is building on top of open data including Open Street Map, Ordnance Survey and open postcode data sets. I spent thirteen years as a research scientist and lecturer in academia working in UK, Switzerland and Italy so have detailed knowledge of those sectors too.	
Which of the following Industries would you be able to represent.	
Geospatial Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
Our company provides web-based information management and geospatial data visualisation software and services. It's our day to day activity.	
Tell us of a time when you did any of the following	

Built a network of users – ran a conference, talk or meet up – including the use of social media:

During my past career as an academic I organised and helped run several conferences. A good example is shown here:
<http://people.sissa.it/~leach/pact/>

On Twitter, I have built a network of 380 followers with whom I regularly tweet about open data related issues (@samuelleach)

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

I am currently engaged in product development with Inquiron (<http://www.inquiron.com>) for the next steps of the business. This involves pitching to potential clients and then feeding back information to our managing director. I have relatively limited commercial experience at this point, but am a good example of an academic turned entrepreneur.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

I spend part of my time developing reusable D3 charts.
 In the future our data-driven infographics will certainly draw on open data sets such as the census.

Developed an app:

I have developed several personal apps based on open data.

TransportView:

transportview.herokuapp.com

This is a live visualisation of the TfL disruption data.

CensusView:

censusview.herokuapp.com

This is a visualisation of the 2011 UK census, using data from ONS, OS, and a company called OS.

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

At Inquiron we have private investment allowing us to develop various mapping and information management tools that draw on open data. One of our products under development is shown here:

<http://www.mapsdata.co.uk>

Any other relevant experience:

I spent three months at a Web Development Immersive at General Assembly, and then got a job in the London tech scene. So this means I have knowledge to share on how to successfully conduct a career change towards open data related tech.

Are there any other reasons why you would like to become a member of ODUG?

I'm a keen follower of the activities of the Open Data Institute and think that I am a natural evangelist for open data and the work of the ODUG. I would welcome the opportunity to help shape the agenda and work with other like-minded people.

Are you currently a member of any other organisation(s) in a similar or related field?

No.

Name	Job title (s) and organisation (s)
Mark Field	Knowledge Management Lead, Department for Education
What kind of Organisation can you represent?	
Research Central Government	
Why do you think you can represent these organisations?	
Experience and expertise	
Which of the following Industries would you be able to represent.	
Education Industry Public Sector Data Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
See above	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
I set up and managed the jisc Taxonomy network, and I ran the free conference strands of KM Europe for 7 years.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
Business case for knowledge capture tools: approved and in use.	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:	
Developed Management Week Index based on freely available government statistics.	
Wrote first draft of Information Standards Framework for G-Cloud.	
Developed an app:	
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:	
Set up SME purchasing consortium 'dating agency' at Centre for Exploitation of Science and Technology.	
Any other relevant experience:	

Are there any other reasons why you would like to become a member of ODUG?

Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Jeni Tennison	Technical Director, Open Data Institute
What kind of Organisation can you represent?	
SME Start Up Large Companies Academia Research Local Government Central Government	
Why do you think you can represent these organisations?	
The Open Data Institute is a convening point for many different types of organisations. We host a number of start-up organisations. We have SMEs and large companies as members. We work with academia and researchers who use open data. We work with local and central government in publishing and using data. As such, I hear the requirements and concerns of a wide range of different types of organisation.	
Which of the following Industries would you be able to represent.	
Climate Change Consumer Products/Services Education Environment Financial Services Geospatial Health Legal Market Research Public Sector Data Tax Transport Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
I have indicated the industries that are represented by the startups that we incubate and the members that we currently have within ODI. I am able to represent the Legal industry because of my background working on legislation.gov.uk.	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
I have built online networks of users around my open source projects, such as	

<p>rdfQuery, regularly speak at conferences and symposia, and have a good following for my personal blog and on Twitter. While I haven't recently organised a conference or meet up personally, others in the ODI team regularly organise hackdays, meetups and talks.</p>
<p>Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:</p>
<p>As a member of ODUG, I have assisted in the business case development for the release of DVLA data (as well as contributing to other business cases). I have also developed internal business cases for the development of products such as the ODI Open Data Certificates.</p>
<p>Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:</p>
<p>I was the technical architect and lead developer for legislation.gov.uk, which is an open data service. At ODI, I lead our technical team in delivering applications and websites that provide and consume open data, such as the 'show me the money' project that provides an analysis and visualisation of open data from peer-to-peer lenders (http://smtm.labs.theodi.org/).</p>
<p>Developed an app:</p>
<p>Among other applications, I helped create the Organogram application at http://data.gov.uk/organogram/cabinet-office which uses CSV data about posts within government to produce an API and visualisation of the structure of government departments. I have also created APIs using open data about administrative geographies, traffic flows, the transport network, and driving test centres.</p>
<p>Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:</p>
<p>As Technical Director at ODI, I help advise start-ups and SMEs to create viable business models that include the publication of open data. I have both written and spoken on the topic.</p>
<p>Any other relevant experience:</p>
<p>I have knowledge and understanding of the legal requirements around public-sector information publishing, including those from the Freedom of Information Act, the Reuse of Public-Sector Information Regulations, the Data Protection Act and the new requirements that will shortly come into force due to the Protection of Freedoms Act.</p>
<p>Are there any other reasons why you would like to become a member of ODUG?</p>
<p>I think it is useful to have coordination between ODUG and the Open Data Institute as we have similar goals.</p>
<p>Are you currently a member of any other organisation(s) in a similar or related field?</p>
<p>I'm the Technical Director of the Open Data Institute, and a member of the UK Government Linked Data group, the Open Standards Board, the Education</p>

Transparency Board, and the W3C's Technical Architecture Group.

Name	Job title (s) and organisation (s)
Demeter Sztanko	IT consultant
What kind of Organisation can you represent?	
Start Up	
Why do you think you can represent these organisations?	
I have spent my last 5 years working for various London startups and I intend to continue working in this ecosystem in the future, paying particular attention to startups related to open data.	
Which of the following Industries would you be able to represent.	
Geospatial Transport	
Why do you feel you would be able to represent this industry?	
I maintain contacts with the representatives of various geo and transport startups (placr, opencagedata, citymapper, locatable) and intend to broaden this network.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
Never organized an event, however gave a talk on tech meetups (d3.js london, hadoop user group london). My next talk is scheduled will take place at Geomob on Oct. 29.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
As a technical person I never was involved in this kind of activities.	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:	
Technical development of an (internal and not open) data based service is my primary responsibility at my current and previous employments (Skimlinks, Specific Media)	
Developed an app:	
Spent last 2 years working on various open data related projects. http://borisbikes.saltaku.com , www.satlaku.com	
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:	
Any other relevant experience:	
Spent my last 2 years working with various geospatial open data sets	
Are there any other reasons why you would like to become a member of ODUG?	
As a regular user of open geospatial and transportation data, I believe I could help in developing a better connection between the data issuing authorities and it's	

consumers. I would like to better understand the process of opening data and the factors influencing this process.

Are you currently a member of any other organisation(s) in a similar or related field?

no

Name	Job title (s) and organisation (s)
Janet Henderson	Document Workflow Practice Manager
What kind of Organisation can you represent?	
Large Companies	
Why do you think you can represent these organisations?	
With a 23 year history in document management, my role within Konica Minolta means that I work for a global multi-national organisation where I lead a team of Document Workflow Consultants. Their key role is to understand business practices and how the various departments of an organisation function and relate to each other. A key area of their analysis is the use of data and information within client organisations. It is within the remit of our roles that in addition to being software specialists in the Konica Minolta context, that we understand industry best practice and the wider ranging issues associated with the management of data and the exchange of information,	
Which of the following Industries would you be able to represent.	
Consumer Products/Services	
Industry	
Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
These are the core areas of our business. We work across a wide range of commercial clients and also work within several government frameworks.	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
I have had experience of setting up and running user groups for technology products (e.g. Gandalf PACX User Group, CCAT ImageNow User Group) and participate regularly in industry events such as the IRMS Conference, AIIM Roadshow etc. Additionally, in an earlier career as a project manager for exhibitions, trade shows, user groups and PR events. Working within a large multi national organisation, collaboration is a key requirement and I have solid experience of engaging and working with virtual teams of people e.g. tenders, sales teams, product groups to optimise communication.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
I manage a team of Document Workflow Consultants who do this as part of their everyday job. Prior to becoming manager of this team, I had 15 years experience of this type of role in both a Sales and Pre-sales capacity. Success in this area depends on being able to communicate benefits and ROI by understanding our customer's exact current situation and problem areas so that these can be identified as potential areas of cost and efficiency improvement.	
Developed a data based service either from a business/marketing or a	

technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
Although I have no first hand experience of developing a data based service, hosted services have been part of the offering of various companies where I have previously worked. To this end I have worked on proposals and business cases to justify a switch to a hosted service rather than an on site offering. i.e. devised and scoped the project and gained customer buy in.
Developed an app:
N/A
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Working with our clients to optimise their use of data and information is a key area of my team's function
Any other relevant experience:
As above
Are there any other reasons why you would like to become a member of ODUG?
As a document and data management professional, I am very interested in Open Data and its future direction and feel that my experience is very relevant.
Are you currently a member of any other organisation(s) in a similar or related field?
AIIM IRMS

Name	Job title (s) and organisation (s)
Jane Frost	CEO; MRS
What kind of Organisation can you represent?	
SME Large Companies Research	
Why do you think you can represent these organisations?	
MRS , is the world leading market research association representing and regulating a market of c£3bn GVA.It is the professional body and qualifying organisation, and has , with the backing of the ICO launched a trustmark for the ethical use of data: Fair Data. Our members represent individuals, micro businesses, SMEs and large international agencies involved in market, social and other research and in Data Analytics	
Which of the following Industries would you be able to represent.	
Consumer Products/Services Market Research Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
Our members include corporate clientside research and data users , as well as social media and data analytics(such as Dunn Humby) and 80% of the suppliers of research and surveys in the UK	

Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:
We run regular conferences on use of social and digital data, ethics and law of research and analytics practice and are the world leading publisher in the field of Market research. We run mrs.org ; fairdata.org amongst other sites
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
"The business of evidence" a case for the value of nresearch was published jointly with PwC last year, a follow up report is due this year
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
Fair Data : personal data trust mark launched in February with backing of business leaders , Information Commissioner and parliamentarians fairdata.org.uk
Developed an app:
n/a
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
n/a
Any other relevant experience:
Are there any other reasons why you would like to become a member of ODUG?
New code for the industry on use of mobile mass data due to be published for consultation in the autumn
Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Keith Garland	Finance & Data Manager for The 118 Data Group
What kind of Organisation can you represent?	
SME	
Why do you think you can represent these organisations?	
Working within a SME with responsibility for the maintaing / building accurate & comprehensive data for commercial use has given me considerable experiance in the building & use of data for the public & business's	
Which of the following Industries would you be able to represent.	
Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	

I work for a leading business with in the data provision sector. 118 Group maintain & update the business listing used by Directory enquiries , Credit reference companies & web search companies.
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:
Managed various departments & run internal conferences & communication exercises.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
25 years as an accountant in manufacturing, distribution & service industries has involved many projects where I have put forward proposals for major capital expenditure & commercial propositions.
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
Within my current post I have been responsible for my company using data obtained from government & other organisations to build commercial products to enhance our business offerings. Data bases used include . the Valuation Office Agency file, the Charity Commision database, edubase & others.
Developed an app:
Part of the team for the Just off app to help motorists find facilities within a radius of motorway junctions.
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Please see responce to 5C
Any other relevant experience:
Are there any other reasons why you would like to become a member of ODUG?
I am a great beliver in making data available for use (where sitable). There are great advantages of being able to properly use data that when properly organised & formated can provide efficiencies & insight. I am a advocate of the use of this type of data within my company & it has lead to considerable benefits for the company & also to the public who are the end user of our business.
Are you currently a member of any other organisation(s) in a similar or related field?
No

Name	Job title (s) and organisation (s)
Jamie Andrews	Managing Director, Loco2
What kind of Organisation can you represent?	
SME Start Up Community Activists	
Why do you think you can represent these organisations?	

I run a startup/SME called Loco2. We are focused on making it easier to book trains, both domestically and internationally. Prior to going full-time on Loco2, I worked for amee.com with Gavin Starks (now head of the Open Data Institute) where I gained a unique understanding of a vast array of data sets relating to climate change mitigation and the energy sector.

Which of the following Industries would you be able to represent.

Climate Change
Consumer Products/Services
Environment
Market Research
Public Sector Data
Retail
Transport
Data Products/Service Delivery

Why do you feel you would be able to represent this industry?

I have worked on climate change related projects since I graduated in 2004. I've used numerous datasets to deliver complex carbon calculator software products for Torchbox.com and Amee.com. My company Loco2 sells train tickets via a consumer-facing retail brand.

Tell us of a time when you did any of the following
Built a network of users – ran a conference, talk or meet up – including the use of social media:

I ran a well-attend hack day for open rail data which I then subsequently wrote up on the Guardian here:

<http://www.theguardian.com/news/datablog/2012/oct/29/rail-hack-day-apps>

We have a large network of users/customers on Loco2, and we frequently use Facebook and Twitter to interact with our community and demonstrate our commitment to total transparency.

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

I have written a number of sophisticated business plans and developed associated financial models in order to demonstrate the feasibility of Loco2's business model. I have successfully raised around £750k for Loco2 in this way. I also regularly ran cost/benefit analyses when running a European Commission Fifth Framework Programme project in 2004-06.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

At Loco2 we originally developed our prototype based on closed data and then campaigned for the relevant data to be opened in order to help customers alleviate their immense frustration at booking trains. See <http://wired.co.uk/news/archive/2011-06/15/european-rail-data> and the resulting business <http://loco2.com>.

Developed an app:

We have a sophisticated codebase powering loco2.com and we are about to release

our first (iPad) app within the next few weeks (it uses an API into the same application we use to run our website but also has some of its own logic with the iOS codebase).
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
See https://loco2.com/blog/2012/06/european-rail-open-data-making-things-easier (although note that unfortunately this is not working anymore due to the discontinuation of the Any Dutch Station ticket).
Any other relevant experience:
See http://www.realtimcarbon.org/blog/
Are there any other reasons why you would like to become a member of ODUG?
I'm passionate about open data and believe that I could make a valuable contribution in two key areas - climate change/energy and transport.
Are you currently a member of any other organisation(s) in a similar or related field?
No

Name	Job title (s) and organisation (s)
Duncan Ross	Director, Data Science, Teradata
What kind of Organisation can you represent?	
Large Companies Civil Society Community Activists	
Why do you think you can represent these organisations?	
I am Director, Data Science of a large tech company that works with a range of Fortune 3000 clients across all industries. I am also a volunteer director of DataKind UK, a not for profit that works with charities, linking them to data focused volunteers. The goal of DataKind is to advance the third sector through data science and analysis and this can often include open data.	
Which of the following Industries would you be able to represent.	
Financial Services Health Industry Retail Data Products/Service Delivery PR/Communications	
Why do you feel you would be able to represent this industry?	
In my role with Teradata I work extensively with clients across many industries, including retail, finance, telco and manufacturing. In my previous role I was Data Director for Experian, a leading data products company.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
DataKind UK just ran its first UK DataDive. With coverage in the Guardian, the	

Economist, TechWeekEurope, Third Sector and others, the event had over 70 community volunteers working on analytical projects from three charities (and one local government organisation). I was one of the organisers for the event, and am a founder of DataKind UK.

<http://www.theguardian.com/news/datablog/2013/jul/30/corporate-analysts-collaborate-charities-tackle-social-issues>

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

This is a core part of my role at Teradata.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

Within Teradata I have created and launched data focused applications in the areas of Social Network Analysis (for telecommunications companies) and Early Warning Systems (for automotive manufacturers).

<http://www.teradatamagazine.com/v11n01/Features/Daimler-Drives-High-Performance/> <http://www.teradatamagazine.com/v10n02/Features/Data-in-the-drivers-seat/>

Developed an app:

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

At the DataDive several of our supported organisations used open data as part of their projects - Oxfam GB used open data on food prices, CVAT used open data on local organisations, and HelpAge International used open data on elderly people. All of these organisations needed access to this data to support their core objectives

Any other relevant experience:

I have been a Councillor on Birmingham City Council (1996-2000), where I chaired the Information Services Committee, and served as Chair of Trustees for the Family Service Units charity.

Are there any other reasons why you would like to become a member of ODUG?

By profession I am a data miner and data scientist - and as such have a deep understanding of the analytical possibilities of data. I am a regular speaker at conferences on topics including data mining and the ethical use of data.

Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Kyle MacDonald	Managing Partner Portfolio Recovery Associates.
What kind of Organisation can you represent?	

SME Start Up Large Companies
Why do you think you can represent these organisations?
<p>I'm currently Managing Partner of a cloud-based software platform for the financial services sectors. Within the role I engaged with many organisation's data architecture and statistical modelling teams to develop models to predict customer behaviour. This provides me with an exceptional overview of current trends and developments within the data modelling space and future developments. My careers to date has allowed me to work with; The Lloyds Banking Group, Barclays Wealth & Investment Management, The Mackenzie Hall Group & Portfolio Recovery Associates. I have held several key roles including; Head of Analytics & Strategy with the Mackenzie Hall Group, and Head of Acquisitions with Portfolio Recovery Associates. This practical experience and my communication with the industry I feel would be a valuable contribution to assist the U.K in developing data.</p>
Which of the following Industries would you be able to represent.
Financial Services Data Products/Service Delivery
Why do you feel you would be able to represent this industry?
<p>My careers to date has allowed me to work with the following organisations:</p> <p>Large - The Lloyds Banking Group, Barclays Wealth & Investment Management Medium - Portfolio Recovery Associates Small - Mackenzie Hall Group, LDV systems LLP</p> <p>Having working in the differing environments I'm able to understand the key requirements and problems facing operations of varying size and how they can scope, deploy and utilize data effectively.</p> <p>Working within these environments has also provided direct access to big data projects with large data organisation in the public and private sector for project deployment and platform interfaces within each company.</p> <p>I feel my knowledge of data and modelling techniques along with my sector knowledge would be useful for the project.</p>
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:
<p>During my time working as Head of Acquisitions for Portfolio Recovery Associates I was responsible for maintaining and building out our relations with organisations to develop our purchase pipeline across multiple sectors. This allowed capital deployment to spread across several products and markets reducing capital risk. Through working on this objective I built a network of client covering; Banking, Finance, Retail, Short-term Creditors, Utilities & TELCO. This provided data from many new sources helping my department build a better understanding of data from public and private sources and how to harness it effectively.</p>
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

As Head of Analytics and Strategy for The Mackenzie Hall Group I had overall responsibility for a team of 8 analysts, as well as operational strategy, dialler management, workforce optimisation & data architecture. My focus was to integrate and automate new systems and processes within the company to develop a streamlined data driven environment, with the ability to cope with a hybrid DCA model receiving information from dynamic sources.

Current systems were testing and analysis against the companies future requirements and concluded that the platform wasn't suitable for analysis. This was due to database structure, data types and inconsistencies within tables.

I looked to design a new platform which would enable Mackenzie Hall to become an industry leaders, utilizing statistical techniques to analysis customer information, developing business and operational models for effective automated decision making.

This new data driven strategy required the company to implement an entire new telephony, data storage and analytics platform. Cost/benefit analysis was undertaken on control groups to produce future productivity and performance improvement to validate the purchase. Control group were validated over a 6 month period and monitored after deployment to ensure forecast were met.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

I'm currently developing a cloud-based platform for the financial services sectors which utilizes web technology to automate data feeds between suppliers. This enable small to medium enterprises to take advantage of economies of scales for operational costs. The platform is being launch September 2013 for beta testing.

Developed an app:

My current companies cloud based platform is supported across all platforms.

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

My most recent work as Head of Acquisitions, for Portfolio Recovery Associates, was dealing with modelling customer behaviour and valuations modelling for asset purchase. Using statistical technique I developed dynamic scoring models based on operational, public and private data, allowing for automation of workflows.

Any other relevant experience:

Are there any other reasons why you would like to become a member of ODUG?

I'm a passionate advocate of the use of big data is solving many operational issues currently facing industry and government. I hope to use my experience to help the government create an environment which helps solve more issues using data.

Are you currently a member of any other organisation(s) in a similar or related field?

No.

Name	Job title (s) and organisation (s)
Alex Kafetz	Director of Strategy ZPB Associates
What kind of Organisation can you represent?	
SME	
Why do you think you can represent these organisations?	
ZPB is an SME working predominantly in the health sector but also with substantial links within education. We are an SME ourselves but also work with many other SMEs within health helping them realise the value of data, use it to evidence base their work and also help them publish information on healthcare quality and performance.	
Which of the following Industries would you be able to represent.	
Health	
Why do you feel you would be able to represent this industry?	
<p>I have worked in the health sector for nearly 14 years and have vast experience in presenting complex data and information online, in ways that patients and the public can understand this and make use of it to choose services or compare providers. This includes for the Healthcare Commission, Dr Foster Intelligence, NHS Choices and in the US for Premier inc.</p> <p>I have spent a lot of this time helping organisations understand the power of open data and transparency (long before it was a government priority). I am a strong advocate of the publication of information to improve healthcare performance, and gave evidence to the public enquiry into Mid Staffordshire Hospitals NHS Foundation trust.</p>	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
<p>ZPB was recently commissioned by the NHS England patients and information directorate to conceive and run a network for health tech SMEs and entrepreneurs. As strategy director at ZPB I was project director for this assignment. As well as the event logistics and management, our key task was to attract as many delegates to this event, where the keynote speech was given by National Director for Patients and Information Tim Kelsey. We found delegates through a number of channels, including leveraging existing relationships, tapping into established networks such as Healthbox and Health 2.0 and promotion through social media. We found this worked best by asking the key speakers (such as Tim, who has nearly 7000 followers) to retweet the invite. Representatives from over 100 start-ups and SMEs attended with another 100 on the waiting list.</p> <p>There were 19 speakers at the half day event. Part of the offer developed by ZPB was a 'virtual goodie-bag' where we persuaded a number of organisations to give exclusive discounts to members of this network (an example being reduced desk-rent at the Hub in Westminster). NHS England have now commissioned ZPB to run a second event in September 2013.</p> <p>A storify of the event can be found at http://storify.com/ZPBassociates/nhs-england-entrepreneurs-day-1</p>	
Developed a cost/benefit analysis - researching and drawing on evidence to	

make a business case for action:

I recently worked with a large provider of cleaning and infection services within the NHS to provide a cost-benefit analysis of their contracts. We used freely available data published by the Health and Social Care Information Centre and NHS Choices to build a standardised cost model for hospital cleaning. This means we took into account or adjusted for factors outside the hospital's control meaning that 'statistically' the cleaning spend for each hospital could be compared on a level playing field. For example our cost for a trust in Cornwall is directly comparable to our cost for a trust in London even though in absolute terms London hospitals will pay more.

To put these spending results into context we compared this to outcomes data assessing the quality of cleanliness in each hospital. We looked three metrics (all open data sources) CQC inspections; Patient Environmental Action Team (PEAT) overall cleanliness score and Clostridium Difficile rates.

This allowed the commissioning organisation to compare the costs of contracts and see if they were giving their customers value for money and desirable outcomes. They used this analysis as evidence when negotiating with new potential customers and as marketing collateral.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

I co founded the Open Public Services Network with Charlotte Alldritt and Roger Taylor. It is a not-for-profit organisation based at the RSA (www.thersa.org/opsn). It provides independent assessment of information designed to monitor and assess the performance of government and public services. In our first major publication (to be launched in September 2013), we have undertaken new analysis using information sourced from the Department of Education (DfE), to make it accessible to parents, carers, teachers and school governors.

We focussed on the education sector as we identified that whilst the DfE was ahead of many other Government departments in releasing data, we did not believe this had been analysed in a way that made it accessible to parents and governors. Also we believed that there were better statistical techniques that could be applied to the data which enabled analysis about the quality of teaching in schools that could be better presented or more easily understood.

We approached two well known education organisations with this opportunity and they agreed to fund the analysis and the production of a report which would explain our approach. We also convened a small advisory group consisting of teachers and their advocates, school governors, policy experts and statisticians to oversee the work.

We presented our research and data to the Guardian who, understanding the uniqueness of what we have done, are currently building a website, based on our analysis which will enable users to compare every secondary school in England (based mainly on GCSE information) and understand the quality of teaching.

Both the report and the Guardian website will launch in September 2013. We are also making all the data available for enthusiasts to undertake secondary analysis.

Developed an app:

I have been the editor of the Dr Foster Hospital Guide since 2008 (<http://drfosterintelligence.co.uk/thought-leadership/hospital-guide/>) and am currently working on my sixth edition (and the series' 12) with a team of specialists at Dr Foster Intelligence. The publication is well known for measuring the quality of NHS hospital trusts and identifying unwarranted variations in care. Data from the Guide was one of the direct triggers to the recent investigation into Mid Staffordshire NHS Foundation Trust (<http://www.midstaffspublicinquiry.com>) and the 'Keogh Review' into 14 NHS trusts (<http://www.nhs.uk/NHSEngland/bruce-keogh-review/Documents/outcomes/keogh-review-final-report.pdf>).

As part of the 2012 Hospital Guide (is your hospital fit for the future? http://drfosterintelligence.co.uk/wp-content/uploads/2013/02/Hospital_Guide_2012.pdf), we radically redesigned the way that information was presented to clinicians, patients and the public, with the creation of "My Hospital Guide," an interactive web-based application which allows users to find out how their local hospital is performing using a number of mortality and efficiency indicators. I was the project director, overseeing all aspects of delivery on behalf of Dr Foster as well as providing creative input. The app can be viewed via <http://myhospitalguide.drfosterhealth.co.uk>

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

I was a member of a small team that developed and launched Dr Foster's Global Comparators programme. This is a global benchmarking and improvement collaborative for elite hospitals which combines available English hospital administrative data with comparable information supplied by international hospitals. It was set up to help leading medical institutions look beyond their own national boundaries to develop international standards of leading clinical practice (<http://globalcomparators.com>). In 2009 I headed up a small development team which was asked by the Dr Foster Board (the company is a 50:50 joint venture with the Department of Health) to lead a scoping study which would ultimately determine whether the company should go ahead with this venture. I met a number of candidate hospitals and produced a report which suggested membership, price points, resource, research and investment time and potential return on investment. The Dr Foster board ultimately, on the basis of my recommendations, decided to invest in the project. It now has over 40 participants across six territories.

Any other relevant experience:

I write an occasional column for the Health Service Journal on issues around open data in health, (see for example "Hunt's hospital rating system threatens transparency" <http://www.hsj.co.uk/opinion/hunts-hospital-rating-system-threatens-transparency/5057064.article> or "Why hospital failure is fine, but passing is not" <http://www.hsj.co.uk/opinion/why-hospital-failure-is-fine-but-passing-is-not/5058893.article>).

In the past year I have commented on open data and transparency issues in health on BBC Breakfast, Sky News with Adam Boulton and BBC Radio Five Live.

Are there any other reasons why you would like to become a member of ODUG?

I am a strong advocate of the publication of information to improve healthcare performance, and gave evidence to the public enquiry into Mid Staffordshire Hospitals NHS Foundation trust. I believe open data is the single biggest initiative which will stop circumstances like those at Stafford Hospital arising again and would like to join ODUG to make sure data across all public services continues to be released,

Are you currently a member of any other organisation(s) in a similar or related field?

No

Name	Job title (s) and organisation (s)
Dominic Mason	Sitecore Practice Lead, Clerkswell
What kind of Organisation can you represent?	
SME	
Systems Integrators	
Why do you think you can represent these organisations?	
I work for a SI who are also a SME. We develop software products from larger organisations software products to make them more effective and manageable. I have worked with UKTI in the past to offer advice to UK SMEs. I have previously run and advised over 15 SMEs, some from start-up to exit.	
Which of the following Industries would you be able to represent.	
Consumer Products/Services	
Education	
Financial Services	
Industry	
Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
I have worked extensively with a range of clients from each of these sectors over my career so far.	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
I have done this on many occasions using pivot tables and other cost benefit tools from building skeleton business cases through to end to end go to market plans.	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:	
I have worked with both Moboom and now Sitecore to develop components for their software products that allow data heavy organisations to transfer that data into web pages via their CMS.	

Developed an app:
I have developed over 40 apps. My last two are below: http://www.linestream.co.uk/ - the first client was Jaguar Land Rover, globally http://nationalfundingscheme.org/ - in partnership with The Cabinet Office
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
n/a
Any other relevant experience:
I have worked on major digital transformation projects for pwc, Capita, and many other blue chips. I have implemented open source projects in large and broad organisations and competed in tenders against large SIs and won.
Are there any other reasons why you would like to become a member of ODUG?
I believe I can contribute evidence-led, practical advice and offer forward thinking, strategic leadership with critical analysis skills.
Are you currently a member of any other organisation(s) in a similar or related field?
n/a

Name	Job title (s) and organisation (s)
James Cheshire	Lecturer, UCL Centre for Advanced Spatial Analysis
What kind of Organisation can you represent?	
Academia Research	
Why do you think you can represent these organisations?	
I am a lecturer at the UCL Centre for Advanced Spatial Analysis where I regularly use open data both for teaching and research. In addition, I have just been awarded an £240k ESRC "Future Research Leaders" grant entitled "Big, Open Data: Analysis and Synthesis" which aims to explore the benefits of georeferenced open data in social science research. The project will involve a large amount of engagement with the academic community, both in the UK and abroad, and will provide a useful interface between academics and the other interested parties who are represented by the ODUG. One of the partner organisations is the ODI and a number of my current and former students are regular attendees at ODI events and other open data initiatives. It is expected that at least one policy-related document will be produced as part of this.	
Which of the following Industries would you be able to represent.	
Geospatial Public Sector Data	
Why do you feel you would be able to represent this industry?	
I have a PhD in Geographic Information Science and I am active researcher in this field. I am keen to increase the exposure of open geospatial data (especially from the public sector) as an important tool and have produced a number of data visualisations to this end. Beyond academic research, I have worked closely with geospatial industry leaders; for example, my PhD research was part-funded by ESRI	

(UK).
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:
I have organised a full day of presentations at this year's Royal Geographical society (with IBG) Annual Conference entitled "Big Open Data and the Practice of GIScience". It includes 12 presentations from academics working in this domain and seeks to raise the profile of open data amongst the geography community and tackle some of the common issues it presents. My Twitter handle is @spatialanalysis
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
A key deliverable from the "Big, Open Data: Analysis and Synthesis" project will be a toolset that enables social science researchers to make better use of large open datasets. The funding proposal therefore required the value of the tool to be outlined to a UK research council in order for them to value and fund it. This project formally starts on the 1st October 2013, additional information can be found here in due course: http://spatial.ly
Developed an app:
I do not develop apps but have produced a range of visualisations with open data. These can be seen here: http://spatial.ly/
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Any other relevant experience:
Are there any other reasons why you would like to become a member of ODUG?
I see ODUG as a great initiative that deserves strong support from the academic community, especially since it stands to be key beneficiaries of future open data releases. I feel well-placed to offer this support in the context of georeferenced population datasets and will draw from my own experience and those of my colleagues at UCL and beyond,
Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Nigel Vincent	Head of Editorial Development, Newsquest Digital Media

What kind of Organisation can you represent?
Media
Why do you think you can represent these organisations?
I have more than 23 years experience working in the media as a journalist and more lately as an editorial development manager for an online portfolio. My experience ranges from print to digital, desktop to tablet/mobile, UK and overseas.
Which of the following Industries would you be able to represent.
Consumer Products/Services
Why do you feel you would be able to represent this industry?
At Newsquest, I oversee 158 hugely popular consumer-facing websites covering local news and introduced a Local Information service to all the sites around five years ago, using data from several different sources, searchable by postcode. EG: http://www.dailyecho.co.uk/li/ .
Newsquest attracts circa 700,000 unique browsers everyday.
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:
My role at Newsquest is to build a loyal, local audience around our network of 158 news websites and I am constantly developing new ways to do this, building products, training staff, sourcing content and data.... We are now the sixth biggest UK newspaper group online (Comscore) and in July attracted 12 million monthly unique users.
Having devised our social media strategy, I regularly encourage journalists to extend their reach using Twitter and Facebook, building engagement and attracting a new audience. We now have more than 650,000 followers across the network.
I regularly conduct training workshops and digital journalism forums at Newsquest, run web editors' meet-ups, and speak at the occasional conference and external event. I was also a member of the organisational committee for the Newsquest annual editorial conference.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
All editorial products are closely scrutinized before (and after) build, using web analytics to project potential audience growth and revenue generation. As editorial stakeholder, my job is to justify any development on the basis of whether it will attract new users and/or retain existing ones; increase revenue and/or boost productivity for the business.
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
The best example would be the Local Information service I introduced to all our websites - eg: http://www.dailyecho.co.uk/li/ . I was convinced there was a need for such a service on local news websites and sourced datasets that were freely available (eg Home Office crime stats; NHS directory) and those that we had to pay for (traffic information; Land Registry house

price data - now free). As a team, we made the data accessible to our content management system, designed a UI and allowed users to interrogate the information by postcode. Local Info is now the network's fourth largest section in terms of audience figures.

Developed an app:

Working with a third party software house, I have been product manager for our print replica (e-edition) apps that we sell on subscription on iTunes; Google Play and Amazon. Internally, I devised and managed the build of an iPhone app for our journalists to upload content on the go, direct for publication. I am also overseeing the build of a new mobile responsive website design.
eg: <https://itunes.apple.com/us/app/northern-echo/id505935823?ls=1&mt=8>

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

I refer to the answer I gave in 5c above. Just to add that many sections within the Local Information service have attracted sponsorship in addition to targeted display advertising.

Any other relevant experience:

I regularly attend conferences related to open data and keep abreast of developments in this area; have been an active member of Hacks & Hackers meet-ups for several years and worked closely with the Home Office when Newsquest became the first commercial news network to integrate newly released crime data from police.uk.

Are there any other reasons why you would like to become a member of ODUG?

I'm passionate about open data, in particular its format and usability. I believe I could contribute to the user group by ensuring data made available is both useful and accessible to those building products from it or merely trying to understand it. There are many benefits to open data; and limitless potential.

As a strong communicator with the ability to convey complicated subjects to the man on the street, I believe I could really contribute to the user group and would be a dedicated and reliable member.

Are you currently a member of any other organisation(s) in a similar or related field?

AOP Product Development Group, Hacks and Hackers, plus our own internal working groups.

Name	Job title (s) and organisation (s)
Fiona Williams	Senior Business Analyst, Takeda UK Ltd
What kind of Organisation can you represent?	
Other	
Why do you think you can represent these organisations?	
Which of the following Industries would you be able to represent.	
Health	

Why do you feel you would be able to represent this industry?
I use open data on a day to day basis to better inform our organisation about prescribing; local health economies; population and demographics.
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:
Ran a session to explain the newly available prescribing data from the NHS could help us and what it all meant.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
No
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
Yes - built a tool to track certainly NHS areas based on several metrics and populated with NHS data.
Developed an app:
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Any other relevant experience:
Are there any other reasons why you would like to become a member of ODUG?
I feel there is so much more we could and should be doing, but the data either isn't yet available or is difficult to find as there is so much to trawl through.
Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Ivo Wengraf	Research Analyst, RAC Foundation
What kind of Organisation can you represent?	
Research Civil Society	
Why do you think you can represent these organisations?	
The Royal Automobile Club Foundation for Motoring (RAC Foundation, www.racfoundation.org) is a transport policy and research organisation which explores the economic, mobility, safety and environmental issues relating to roads and their users. The Foundation publishes independent and authoritative research with which it promotes informed debate and advocates policy in the interest of the responsible motorist.	

Working for such an organization, staff at the Foundation have good working relationships with transport and related researchers (both in consultancy and academia) and with those at various transport NGOs and industry bodies.

As the Foundation's Research Analyst, I have focused on the use of open data to support the work of the Foundation. I have a particular interest in the use and presentation of open data to promote informed discussion on transport issues.

Which of the following Industries would you be able to represent.

Consumer Products/Services

Environment

Transport

Why do you feel you would be able to represent this industry?

The RAC Foundation, as an independent transport research charity, has historic links to the Royal Automobile Club and RAC Motoring Services. It focuses on public policy issues of interest to motorists and other road users, including consumer issues. The Foundation is involved in national- and local-level public discussion on consumer issues in motoring (motoring being a significant proportion of consumer spending), including purchase of new vehicles (e.g., EVs) and various services (e.g., training, parking). We frequently engage with Government and other bodies to speak for the interests of responsible motorists. The RAC Foundation is a member of the FIA Region 1 working group on transport and mobility. In addition, one of our four research areas is environment, and the Foundation is involved in work on the decarbonisation of road transport (e.g., http://www.racfoundation.org/assets/rac_foundation/content/downloadables/easy_on_the_gas-wengraf-oct2012.pdf).

Tell us of a time when you did any of the following

Built a network of users – ran a conference, talk or meet up – including the use of social media:

I do not work in a field exclusively of open data users. My experience is of working with academics, researchers and other professionals in a subject area that can benefit from the use of open data. My first network-building was as working as a PhD student co-organising the Royal Geographical Society-Institute of British Geographers Postgraduate Annual Conference (March 2008), which was promoted via Facebook (in the days when it was university-only!) and through my membership of the postgraduate research committee of the RGS-IBG. Since coming to the RAC Foundation, I have been involved in the running of a number of seminars and other events for professionals in road transport. We maintain and promote our work through topic-specific email lists and Twitter.

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

In 2012, I was part of the working group for a project involving the RAC Foundation, IBM, the Highways Agency and transport consultants AECOM. "Using Data Better to Reduce the Impact of Medium Distance Journeys" researched the ways in which use of transport and related data (much of it open data) could be used to influence the transport behavior for those trips between 10 and 50 miles, which are the most difficult to replace with alternative modes to the car (see: <http://www.forumforthefuture.org/blog/probleminnovationteamwork-new-solutions>).

<p>This project developed a proposal, using DfT data to make an environmental and transport case, for a web-based tool to compare cost, CO2 and journey-time information for trip planning in the workplace. The project was taken forward by the two commercial organisations involved.</p>
<p>Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:</p>
<p>In addition to the work discussed in section 5b, I have developed a dataset of congestion indicators for the GB major road network using OS open data, published DfT statistics and other data made available on request. This feeds into a larger project organised by the FIA to develop congestion indicators at an EU level on the TEN-T network (the EU equivalent of the GB strategic road network). I have presented these data as web-maps for (as of yet) internal use. (Link available on request).</p>
<p>Developed an app:</p>
<p>Much of my work with open data involves analysis and visualisation of transport and related data to support research reports, calls for evidence, press comment or Foundation policy positions. These pieces of work depend on OS open data, DfT, ONS and Home Office datasets and are developed in QGIS and presented using Fusion Tables and Google Charts. As an extension of this, I am currently working on a 'transport data dashboard', using data feeds to support auto-updated data presentation on matters of interest to public policy discussions on motoring (e.g., safety, fuel, motoring costs, traffic).</p>
<p>Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:</p>
<p>The RAC Foundation releases all reports for free on our website. We are legally distinct from RAC Motoring Services and do not trade. However, we provide comment and analysis for press and the RAC's annual Report on Motoring.</p>
<p>Any other relevant experience:</p>
<p>Prior to my working at the Foundation, I completed a PhD in Geography at the University of Liverpool, and then completed a post-Doctoral fellowship at the Technical University of Munich in the transport studies department. This post-doctoral work was based on the Millenium Cities Database, a large dataset of comparative socio-demographic, economic and transport indicators for major cities across the world.</p>
<p>Are there any other reasons why you would like to become a member of ODUG?</p>
<p>I feel strongly that the success of the open data and transparency agendas is dependent upon the release of useful and well-supported datasets alongside the promotion and use of such datasets across every area of interest to society. There are open data datasets of significant interest to the public that are insufficiently supported and/or are not well used, alongside important data that isn't yet available. I would like to do what I can to support the release and use of open data.</p>
<p>Are you currently a member of any other organisation(s) in a similar or related field?</p>
<p>Fellow of the Royal Geographical Society</p>

Name	Job title (s) and organisation (s)
Savana Chinamaringa	Data Exploitation Manager – DEFRA
What kind of Organisation can you represent?	
Central Government	
Why do you think you can represent these organisations?	
<p>I am responsible for data exploitation in Defra (i.e. core department and all its arms length bodies like Environment Agency, Natural England, Forestry Commission etc). My role is to coordinate and represent the Defra bodies on issues relating to data. One of my main roles within the Defra network is to implement our Open Data Strategy. I work closely with other organisations that have interest in government data like the ODI, Environmental Industries Commission. I also work closely with our colleagues in BIS, Cabinet Office and across Whitehall on issues relating to data - especially championing the open data agenda. Because of the wide breath of reach and direct influence on one of the biggest government departments I will be able to represent this constituency effectively.</p>	
Which of the following Industries would you be able to represent.	
Climate Change Environment Geospatial Health Investigators/Antifraud Meteorology Public Sector Data Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
<p>Over the last ten years I have worked directly and indirectly in/with the industries chosen in data related roles. I managed one of the early flagship data sharing partnerships between Plymouth City Council and NHS. I worked as a Corporate Data Manager in a trading fund (Land Registry) with wide-ranging responsibility. I also have other business interests and experience in outside the public sector.</p>	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
<p>I have great involvement in the data community. I have organised and ran numerous workshops on data, data sharing, big data. Currently I'm bringing together senior managers (Directors and CIOs) from across the Defra network as well as other subject matter experts from industry to brainstorm the future of data in the information sharing economy - on the 11th of September in Southbank London.</p>	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
<p>I developed a detailed CBA and Business Canvas Model for the Public Sector Asset Register. This was a pilot I was involved in last year where Land Registry, Ordnance Survey and Companies House were collaborating to produce a comprehensive Register/database of all properties owned by the public sector in England and Wales. My business case showed how value could be created from making this information freely available.</p>	

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
I was heavily involved development in Land Registry data publishing and download services - which saw the organisation provide free transactional data and free WMS feeds for their polygon data.
Developed an app:
Defra sponsored the development of an app. We ran a competition earlier in the year where we encouraged developers to create an app that brings people closer to nature using Defra's Open Data. The winning app was Folk and Walk: https://itunes.apple.com/gb/app/walk-and-fork/id615896992?mt=8
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
I use open data to do market research for the Consulting Company that I founded www.mari-globalconsulting.com and a consumer site that I co-founded www.smart-buyers.com
Any other relevant experience:
I have worked in the data field for ten years yet I have excellent business and economics skills. Defra employed me to help them with the 'Economics of data'. I also have responsibility for realisation of the EU directive called INSPIRE on behalf of the UK. In this sphere my job is to convince data publishers that spending money to put their data out there has real benefits. And I then have to articulate those benefits to the European Commission. This is experience that ODUG should make use of. Blog I posted on data.gov earlier in the year can be found here: http://www.data.gov.uk/blog/monetising-geospatial-values-and-practices
Are there any other reasons why you would like to become a member of ODUG?
I understand technological and the economics of open data. I have worked with consulting companies like Deloitte as well as academics in this areas. I am in the process of researching for a TED paper I'm writing on 'The Information Economy and Creation Of Value' - through this research I have gained significant insights into 'open' or 'sharing' economics. ODUG would benefit tremendously from having this insight and knowledge.
Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Giuseppe Sollazzo	Senior Systems Analyst at St. George's, University of London
What kind of Organisation can you represent?	
Academia Research Systems Integrators	

Why do you think you can represent these organisations?

I have pluriennial experience working in IT in several roles including Developer, Systems Analyst, Technical Analyst, Project Manager, and Consultant. Most of this was in UK Academic institutions.

In my current role as a Senior Systems Analyst for St George's, University of London I combine technical team leading with research and the initiation of digital projects. I am responsible for a number of data-related projects, including the Current Research Information System, on which our Open Access digital repository is based, and the Open Data repository and portal.

After enrolling for a PhD at Imperial College and working as a Research Fellow at UCL, I have published articles in a researcher capacity both in academic international conferences (<http://dl.acm.org/citation.cfm?id=1247711>) and journals (<http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0064163>). In particular, the latter was based on several analyses run on a large dataset, the Hospital Episode Statistics, with great implications in the realms of privacy and openness.

Previously, I have worked as a systems integrator for a health software company, dealing with real-time clinical data and big data storage platforms for hospital analytical services. I also run and maintained systems to ensure the legal storage of Electronic Patients Records.

At St George's, I have single-handedly initiated our Open Data repository project (<http://data.sgul.ac.uk>) and I am actively championing Open Data among all departments (administration, research, education). At the moment I am working to share research data using a semantic platform called VIVO (<http://vivoweb.org>), which will produce linked data about researchers and publications.

Which of the following Industries would you be able to represent.

Education
Geospatial
Health

Why do you feel you would be able to represent this industry?

I have worked in UK Academia for over 5 years both as a researcher and as an IT professional.

In my current role as a Senior Systems Analyst for St George's, University of London, I combine technical team leading with research and I have some power of initiative over digital projects.

I am responsible for a number of data-related projects, including the Current Research Information System, on which our Open Access digital repository is based, and the Open Data repository and portal.

St George's is a medical school based alongside a hospital and this gives me a good exposure to issues in the health systems. I am a member of the St George's Hospital Foundation Trust.

Recently, I collaborated on a research project extracting geographical information from the Hospital Episodes Statistics dataset; our article was published on PLOS One.

Previously, I worked for a health software company, dealing with the generation and analysis of big data, and the generation and legal storage of Electronic Patient Records.

I am a long-standing contributor to the Taarifa platform (<http://www.taarifa.org>), an open source web application for location information collection and interactive mapping which received some interest by the World Bank and other international institutions (<http://taarifa.org/press.html>). I co-authored two articles describing open collaboration and location-based services, the first published on GIS Professional (<http://www.pvpubs.com/archives/index.php?article=all&magazine=212&search=>), the second being presented at the FOSS4G conference next September (<http://2013.foss4g.org/conf/programme/presentations/154/>).

In my free time I volunteer for a number of children education initiatives, mostly with the STEM Network and the Social Mobility Foundation, and act as a mentor, volunteer, and judge for Young Rewired State and the Big Bang Fair.

Tell us of a time when you did any of the following
Built a network of users – ran a conference, talk or meet up – including the use of social media:

I help organise and run a yearly European-wide Geo unconference called WhereCampEU (<http://wherecamp.eu/>). For WhereCampEU 2013, I coordinated the organizers (split between London, Rome, and Trento), and helped run the event in Rome. This involved managing contacts, inviting potential interested attendees and speakers, talking with sponsors, drafting guidelines for the volunteers and managing the @WhereCampEU twitter account, which is the main source of information about the event.

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

In my senior systems analyst role at SGUL, I have been involved in several tender processes and been part of panels to select the supplier of some of the most important systems we use. Two notable examples are

- the Current Research Information System, based on Symplectic Elements
- the Finance & Information System, based on Agresso.

For these projects I have developed a cost/benefit analysis for the panel selection, and gathered evidence from other institutions in order to come up with a decision.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

I am the lead developer for SGUL's Open Data repository <http://data.sgul.ac.uk>. I initiated the service, championed it throughout the institution, and maintain it. Although currently used only for a limited amount of datasets, I am helping the institution understand the importance of releasing data in a reusable format. This is becoming increasingly important, especially with the release in July of the Secretary of State's Code of Practice on datasets. I am providing our FOI Officer advice on this subject.

In 2011-2013 I created a mobile application called Live Rugby

(<http://www.liverugbyapp.com/>), downloaded by over 13,000 people. The app used real-time analytical data about rugby matches, showing every action and providing its location on the pitch. I bought the right to use the data from Opta Sports. I dealt with both the technical and commercial aspects of releasing Live Rugby: I developed the mobile app and the backend service, dealing with thousands of requests every minute and processing data in real-time data processing. I issued all the relevant press releases and got in touch with several journalists. The app was featured on the national and international press, including the Sunday Times, the Guardian, the Daily Telegraph, Sky Italia, ITV Wales.

Developed an app:

Some of the apps I developed for my main job at St George's are:

- <http://data.sgul.ac.uk> is the best example: an open linked data portal including datasets, SPARQL endpoint, and an API
- <http://m.sgul.ac.uk> is SGUL's mobile portal, contributing to an open source system built by the University of Oxford (<http://www.mollyproject.com>)

I already mentioned

- <http://www.liverugbyapp.com/>: a mobile app based on real-time analytical sports data; downloaded by over 13,000 people

I also developed several apps for Rewired State Hack Days:

- I won the 1st prize (out of 30 participants) at Uk Parliament Week 2012
<https://github.com/puntofisso/RS-ParlyHack>
- paid hack day for UK CES (UK Commission for Employment and Skills) "Labour Market Information": <https://github.com/puntofisso/LMIforall>
- paid hack day for the Extractive Industries hack day:
<https://github.com/puntofisso/followthedata>
- I won the 2nd prize (out of 13 participants) at the British Medical Journal hack day:
<https://github.com/puntofisso/RS-BMJHackDay>

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

Although my job is based in an academic institution, I have some experience in creating value from data.

In 2011-2013 I created a mobile application called Live Rugby (<http://www.liverugbyapp.com/>). The app, in its several incarnations, was downloaded by over 13,000 people and was at one point the #13 sports app on the Apple UK Store. Live Rugby used real-time analytical data produced by Opta Sports about rugby tournaments, going as far as to describe every action providing its location on the pitch. I dealt with both the technical and commercial aspects: I developed the app and the backend service, dealing with thousands of requests and processing data in real-time, and issued press releases. Live Rugby was featured on the national and international press, including the Sunday Times, the Guardian, the Daily Telegraph, Sky Italia, and ITV Wales.

Although not technically "open" data, the challenges were very similar to developing a business with open data.

Any other relevant experience:

I often take part to hack days as a developer, both paid and not. Most of these are organised by Rewired State.

I have worked on highly sensitive datasets such as the National Pupil Dataset, releasing applications for the DfE based on such data, and on large and diverse datasets like those coming from the extractive industry and DFID.

In 2012 I won the UK Parliament Week hackday releasing an application making semantic inference about MPs' interests based on their speeches, as released on Hansard. In 2013 my project based on the British Medical Journal "On Examination" dataset was 2nd out of 13 projects.

My linkedin profile is available at <http://www.linkedin.com/in/giuseppesollazzo>

Are there any other reasons why you would like to become a member of ODUG?

I think the more "technical" people within the academic community have been vital in establishing Open Data initiatives all over the country; we are currently under-represented in the ODUG.

Furthermore, I think that the ODUG needs members with a broader background, generalists able to understand the business, academic, political and technical implications of Open Data. I think my experience in these areas makes me an ideal candidate.

Are you currently a member of any other organisation(s) in a similar or related field?

I am a professional Member of the British Computer Society (MBCS), and I am an active member of its Location Information Specialist Group since 2010. I also hold a Full (Reciprocal) Ham Radio Licence.

Name	Job title (s) and organisation (s)
Stephen Kennedy	Head of Pricing & Insight Hastings Direct
What kind of Organisation can you represent?	
SME Start Up Large Companies	
Why do you think you can represent these organisations?	
I have a number of years experience in the use of consumer data within a variety of businesses. I have previously worked for Shell UK and Superdrug Stores, conducting analysis of customers with relation to regional planning, including much census based information. I then spent three years consulting on the use of geo-demographics, helping start up and small businesses access the same types of data available to larger organisations. In my current position I use various data sources to understand customers behaviours as well as setting appropriate prices.	
Which of the following Industries would you be able to represent.	
Financial Services Retail	
Why do you feel you would be able to represent this industry?	
I have a strong retail background and have spent the past four years in financial services.	
Tell us of a time when you did any of the following	

Built a network of users – ran a conference, talk or meet up – including the use of social media:
I am responsible for a lot of internal communications and forums, and have spoken at external industry events. I have been invited to speak at an upcoming two events later in the year.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
As part of my role I have to complete cost/benefits analysis on a regular basis. All changes within the organisation need to be accompanied by a business case in order to be prioritised effectively.
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
I have developed business cases for the purchase and use of additional data sources, such as Mosaic, including data and hardware upgrades. In these I have had to be clear about use of data and how the return on investment will be realised.
Developed an app:
I have never developed an app.
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
As a geo-demographic consultant I was able to use commercially available data to establish and grow a wide range of businesses. Much of the work was around territory planning, highlighting area demographics using census data. Customer databases would be analysed and target customers identified. Area profiling could then be used to target locations with higher proportions of similar types.
Any other relevant experience:
Are there any other reasons why you would like to become a member of ODUG?
I am keen to understand what data is available and help to influence this. My experience will enable me to identify which types of data would be most useful to particular businesses, and what they may be used for.
Are you currently a member of any other organisation(s) in a similar or related field?
No.

Name	Job title (s) and organisation (s)
Charlie Boundy	Head of Data Practice, Detica
What kind of Organisation can you represent?	
Systems Integrators	
Other	
Why do you think you can represent these organisations?	
1. I have worked with the data of household names in UK Retail, Telco, Utilities, FS	

and Defence in data management and data exploitation opportunities (either advisory or delivering data-centric solutions) spanning their enterprise e.g Business Intelligence for sales/ marketing/ billing etc or Analytics for countering fraud

2. I have worked for 9yrs in UK Government Depts on programmes such as HMRC Connect and Universal Credit so have a very good knowledge of the data sources available and the inherent value within them

Which of the following Industries would you be able to represent.

Investigators/Antifraud

Public Sector Data

Tax

Welfare

Data

Why do you feel you would be able to represent this industry?

As Detica's Head of Data Practice I have involvement and exposure to a full range of offerings in Counter Fraud, Cyber Security, Digital Media, Customer Insight and other forms of Data Driven Optimisation and how different industries can benefit

Tell us of a time when you did any of the following

Built a network of users – ran a conference, talk or meet up – including the use of social media:

A key objective of my Practice role is building a Community from the disparate individuals in many locations. We have several comms channels in use and hold many events with guest speakers.

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

Typical projects for me start with a proof of value or proof of concept. This needs to be benefits led and show both improvements in effectiveness (e.g. of finding fraud) and efficiency (processing it)

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

HMRC Connect is the obvious example where I was Detica's design lead from its inception. This employs many Government data sources. I can provide more details on request.

<https://www.baesystemsdetica.com/industries/government/case-studies3/hmrc-connect/>

Developed an app:

Detica's Digital Media group have been ranked as the Top 5 interactive agency and No. 1 in design & build category in New Media Age's Top 100 Interactive Agencies 2012 guide.

An example Case Study is below:

<https://www.baesystemsdetica.com/services/digital-media/our-work/mobile-optimised-sales-channel/>

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open

data:
Not solely out of open data however we have used open data to enrich other projects' data
Any other relevant experience:
We're working on several Big Data analytics platforms where customer behavioural insight, sentiment analysis as well as operational efficiency is revealed and improved. These could be new forms of data that UK Government doesn't currently have that could be made open
Our Information Security and Assurance expertise could inform strategies on making data open in different ways
Are there any other reasons why you would like to become a member of ODUG?
I have enjoyed working closely with many strands of the Cabinet Office recently (eg ERG, GDS) and kept a watching brief on ODUG so far so would like to be more actively involved
Are you currently a member of any other organisation(s) in a similar or related field?
Not personally - though sit on various project boards and expert panels for other organisations

Name	Job title (s) and organisation (s)
David Ofosu-Appiah	Google Blogger
What kind of Organisation can you represent?	
Civil Society Media	
Why do you think you can represent these organisations?	
I am believer in the causes they profess, and the works it initiates in improving the lives of people in the era of Globalisation and social media.	
Which of the following Industries would you be able to represent.	
Geospatial PR/Communications	
Why do you feel you would be able to represent this industry?	
Causes i believe in , profess and firm believer of ideology, orientation in civil purpose, development .	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
Use social media platform and portal as a way of life 24/7 .social media tool kit is my drive and passion as a blogger, citizen author, writer of articles, journals, Blogs and communicate with the world.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
Business Development Oriented system and module on LinkedIn Social Media, how to enhance and optimise sales, marketing in eCommerce ventures and promote	

cyber online internet trading and sales.
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
Data Development App,Analysis,compilation,Data Transfer.Http.www.DavidOfosu-Appiah@Linkedin
Developed an app:
Double as a FaceBook App Software Consultant
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Worked as a Business Development for eCommerce Profits,sourced clientele,worked in SEO,Analytics,Research.
Any other relevant experience:
Worked in Retail,HealthCare.Worked as Traffic and Transport Surveyor.
Are there any other reasons why you would like to become a member of ODUG?
We are in a world that shares information,data transfer,and i am a firm believer in network,connectivity and cyberlinks in forming partnerships in spheres spectrums of all human activity.
Are you currently a member of any other organisation(s) in a similar or related field?
I am a member of the uk Government Gateway,Civil Organisations on social media portal platforms.

Name	Job title (s) and organisation (s)
Justin Shulman	
What kind of Organisation can you represent?	
SME Start Up Systems Integrators Media	
Why do you think you can represent these organisations?	
I work in media and real estate. Having worked on various film, music and internet related projects I have a deep knowledge of these sectors including the central London real estate market for which I am also heavily involved in.	
Which of the following Industries would you be able to represent.	
Consumer Products/Services Market Research Tax Market Research	
Why do you feel you would be able to represent this industry?	
My expertise in the B2C markets is long established and I have some very innovative and interesting ideas for further transparency throughout the property industry.	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use	

of social media:
Since 1993 when I was involved in developing my first website for The Sherlock Holmes Memorabilia Company (which incorporated a real time animated quiz - first of it's kind) I have been involved with dozens of new websites and social media businesses primarily involved with entertainment/IP and real estate.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
Working on it.
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
I have identified a market opportunity and am designing the platform to bring the idea to fruition.
Developed an app:
Not yet.
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Working on it !
Any other relevant experience:
Are there any other reasons why you would like to become a member of ODUG?
To collaborate with other OD users/businesses and designers.
Are you currently a member of any other organisation(s) in a similar or related field?
No.

Name	Job title (s) and organisation (s)
Paul Connolly	Director of the Management Consultancies Association Think Tank
What kind of Organisation can you represent?	
SME Large Companies Research Other	
Why do you think you can represent these organisations?	
The MCA is the membership organisation for Management Consulting. As well as numerous large systems integrators (IBM, Tata), we represent firms ranging from SMEs to the Big 4 consulting organisations with general and niche expertise in areas of relevance to ODUG	
Which of the following Industries would you be able to represent.	
Climate Change Education	

Environment Financial Services Health Industry Legal Market Research Public Sector Data Retail Tax Transport Welfare Data Products/Service Delivery
Why do you feel you would be able to represent this industry?
The sectors ticked above represent a small cross-section of the areas in which MCA members work
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:
For all of these categories, what I have done is less important than what our firms, which include TATA, CSC, Transform, as well as Accenture and the Big 4 have done. However, the work of the MCA Think Tank relies heavily on conferences, roundtables and reports, supported by the use of blogging (for instance our recent roundtable on infrastructure with Paul Skinner, Chair of IUK).
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
As a former Treasury official (secondment), and management consultant (working on for example the Gershon Review of public sector efficiency and the Hampton Review of the regulatory system), the occasions on which I have done this personally are very numerous. As for our member organisations, cost/benefit analysis and business case development constitute a substantial portion of what they do
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
I have never done this personally. But organisations the MCA represents, such as Transform, Arup, CSC and Tata, will have done so frequently.
Developed an app:
Again, I have never done this. However, member firms such as Accenture and Deloitte almost certainly have
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
As above
Any other relevant experience:
Are there any other reasons why you would like to become a member of

ODUG?

The importance of the evolution of Government's use of data to our member firms, and more particularly to the organisations for whom they work as integrators, IT developers, solutions architects etc, make the presence of the MCA on the group potentially beneficial. We would give you access to the perspectives of over 40 organisations, many with global reach, and thousands of practitioners. Furthermore, as part of the MCA Think Tank's Growth Programme, we will shortly bring together our expert ICT organisations in roundtable looking at the broad theme of Digital. We anticipate producing a wide-ranging study on the back of this. The study could open up fruitful areas of mutual interest.

Are you currently a member of any other organisation(s) in a similar or related field?

Member firms almost certainly will be part of such organisations.

Name	Job title (s) and organisation (s)
Sally Silver	Head of Digital, M4C
What kind of Organisation can you represent?	
SME Start Up Large Companies Media Local Government Central Government	
Why do you think you can represent these organisations?	
M4C straddles all the above ticked groups. We are a small agency but part of a larger group. We work solely for government (local and central) and solely in the media space.	
Which of the following Industries would you be able to represent.	
Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
We are tasked to deploy digital paid for media budgets, and in turn report the outcomes of this investment. We have tools and technology that allow us to report this data.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
We hold a number of sessions that range from training through to keeping government abreast of media developments. These are cross government and free of charge.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
The nature of deploying digital paid for media budgets is that the ineffective lines of investment are dropped and the effective ones receive re-investment. Outcome based planning is at the heart of many of M4C's digital campaigns.	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to	

develop a data based product or service; identified a market opportunity for a data based product or service:
M4C has built at its own expense a live web interface of all of its clients' paid for media. This is accessible by GPS, Cabinet Office and No.10. We are currently (manually) reporting MI to GPS and are looking to merge the two services/offerings. http://ukwebhub.insidemedia.net/clientlogin
Developed an app:
We have been 'involved' in the development of many apps that serve to change behaviour and/or inform citizens of policy changes or government services.
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
We are consistently supplying data to peer group agencies for the purposes of evaluation. At present we are working on a large data extract for the armed forces to build an econometric model.
Any other relevant experience:
Are there any other reasons why you would like to become a member of ODUG?
M4C has been the center of government comms and the birth of the transparency agenda. Being part of the ODUG is a natural continuation of our commitment to transparency.
Are you currently a member of any other organisation(s) in a similar or related field?
GroupM e-privacy group

Name	Job title (s) and organisation (s)
Dominic Blackburn	Product Director 192.com
What kind of Organisation can you represent?	
SME Start Up Large Companies Media	
Why do you think you can represent these organisations?	
I have worked in providing consumers, SMEs and large companies with government data for over 20 years	
Which of the following Industries would you be able to represent.	
Consumer Products/Services Geospatial Investigators/Antifraud Public Sector Data Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
I have worked in providing consumers, SMEs and large companies with government data for over 20 years	
Tell us of a time when you did any of the following	

Built a network of users – ran a conference, talk or meet up – including the use of social media:
I do this internally and externally as part of my job including the use of social media
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
Doing this regularly as part of my job
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
I have been with 192.com since its inception so yes
Developed an app:
Have developed, mobile websites and apps from WAP to Current
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
As product director of 192.com this is what we do
Any other relevant experience:
I am Chairman of the Directory Inquiry Forum
Are there any other reasons why you would like to become a member of ODUG?
Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Dr Conor G. Smyth	Head of Research and Geodata Services, Edina
What kind of Organisation can you represent?	
Academia	
Why do you think you can represent these organisations?	
<p>EDINA, based at the University of Edinburgh, is a Jisc designated centre of expertise and centre for online services. This includes our work in utilising open source software and developing in-house software solutions, inclusive of open (data) services. Jisc is the registered charity and champion of the use of digital technologies in UK education and research - see www.edina.ac.uk and www.jisc.ac.uk .</p> <p>As head of national geospatial data service delivery, we serve universities, colleges, research institutes, with increasing entry into the schools sector as well as working in partnership with other public sector organisations, e.g. Scottish government, I believe that our extensive engagement within - and knowledge of - the UK academic sector, as well as wider interactions, participation and support of organisations, such as Jisc, government departments and standards organisations is of pivotal</p>	

importance; EDINA is well placed to represent many aspects of the demands organisations within UK academia are placing in relation to areas such as open data, access and delivery, which in turn influences how we support teaching, research and education.

As part of our leadership in the creation and improvement of the UK academic spatial data infrastructure, it is worth noting that EDINA has direct engagements and representation in areas such as the EU INSPIRE Directive, the UK Location Council, as well as with International standards organisations, e.g. Open Geospatial Consortium. Our vision is to be recognised as integral to advances in the quality and productivity of research and education in the UK and beyond.

Which of the following Industries would you be able to represent.

Education

Environment

Geospatial

Public Sector Data

Data Products/Service Delivery

Why do you feel you would be able to represent this industry?

The selected sectors are significant core strategic areas of engagement and operation. Whilst EDINA exists within, and services UK academia, a core functional area, i.e. 'Geospatial' is a key 'Data product / Service delivery' area, that involves the management and delivery of 'public sector data', e.g. Ordnance Survey GB and British Geological Survey, to the UK academic sector. Of course, we deliver many other data sets too, of wider provenance (including from the commercial sector)

Also, EDINA is the lead co-ordinator of a 4 year EU FP7 citizen science project. Alongside consortium partners, the project aims to develop technical solutions for citizen (crowd-sourced) earth observation data as part of the GEOSS (Global Earth Observation System of Systems) framework, strengthening our activity in the environment sphere.

**Tell us of a time when you did any of the following
Built a network of users – ran a conference, talk or meet up – including the use of social media:**

EDINA has, and continues to build a network of users for our services. As part of our outreach and engagement role, EDINA plans and runs events and activities, inc. conferences to allow users to learn more about the on-going development of our services, as well as to allow us to gain vital insights and feedback into what the academic community seeks from EDINA in terms of future service improvements, functionality, support and/or data requirements. This role in the future may be strengthened with Jisc Collections Strategy management. EDINA also has a strong social media presence, with extensive use of social media, via various channels (service blogs, tweets, facebook etc.), to promote our services, projects and activities nationally. This activity is across a number of members of EDINA, including Geo user support.

On a personal note, as a former regional Chair of the Association of Geographic Information, I have extensive and direct experience of network building and associated conference event organisation and chairing (two regional events per annum) aimed at serving the regional user community, and these were promoted via

various channels, including social media.

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

In a previous role, I undertook a CBA on the case for going 'digital' with respect to supporting network engineers migrate from a paper based recording system, with extensive back-office activity, to one in which all recording of railway network assets and their condition was to be undertaken at the point of data entry - in the field, using digital technologies. The aim was to eliminate data duplication, reduce effort, time, and costs, and improve information quality from an error perspective. A by-product of this activity was to introduce new functionalities (i.e. ability to disseminate data widely, to improve compliance and spatial/related analyses). The CBA analysis was based on research relating to equivalent organisations in GB that have 'asset' management responsibilities and to gauge the rationale behind their decisions to embrace digital technology and methods, to review their preferred methods (and costs) and to articulate the impacts and benefits of introducing digital data into their organisational workflows/processes. Such evidence was presented to senior executives with significant support from engineering colleagues resulting in business case approval to change operational practices.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

In a previous role within a public sector organisation charged with the provision of national public transport services, as part of a desire to effectively align operational practices with corporate strategic objectives (e.g. to collate and make available, in a standardised format, digital data to aid wider network planning and analysis and for integration into transport/other information systems), I devised a project to develop a geo-spatial database of regional transport network assets (this too incorporated a business plan based on a cost / benefit analysis of the impact of 'non-action' in this area to the overall business).

The project was to have several operational benefits – with 'data' central to all activities: (1) to have geo-referenced point (node) data to allow network accessibility analysis to be undertaken (2) subsequently, this same data allowed for extensive marketing activities to be undertaken, in terms of overlaying transport network access information with demographic profile information to assess service penetration - thereby allowing for service, or demographic-specific targeting, as well as to assess overall social inclusion legislative compliance, and (3) as the definitive 'network' database, this allowed for wider data integration into all in-vehicle and related systems when real-time information and ticketing systems were introduced, benefiting end users as an enhancement to 'services', as well as assisting in service operations and control. The 'open' and freely available nature of this data in the public domain has allowed developers to develop a variety of Transport related Apps and services to the public too.

Developed an app:

This is not a personal development, rather, a development originating from the Geodata team software engineers. In 2013, EDINA launched its first App - Fieldtrip GB. Fieldtrip GB is a mobile mapping and data collection app that is available for iPhone and Android devices. It allows students, lecturers and researchers to collect

data against high quality cartographic maps (e.g. using OS open map data). The main features of the app are:

- Free to download and use
- High quality background maps that offer rich data in both urban and rural environments
- Map caching to allow off-network usage
- Data capture
- Custom data collection forms that allow users to define the data they want to capture.

The Fieldtrip GB project is supported by Jisc as part of its commitment to encourage the use of new and emerging technology, and open datasets, to support research and learning in the UK.

<http://fieldtripgb.blogs.edina.ac.uk/>

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

This is an area under investigation currently.

Any other relevant experience:

Chair (Founding member), The Association for Geographic Information – Northern Ireland Regional Executive (2002, 2004 – 2011)
 Director, UK Council, The Association for Geographic Information, London (2005 – 2011, co-opted and elected 2 terms)
 Awarded 'The Volunteer of the Year' award, The Association for Geographic Information, Annual National Awards, London (2007)
 Champion, Transport Special Interest Group, The Association of Geographic Information (2009).
 Member, Northern Ireland Government, Geographic Information Strategy Board (Ordnance Survey Northern Ireland), and Chair, Transport Sectoral Group (2004 – 2011)
 Member, Northern Ireland Government, Geographic Information Strategy Statistics and Emergency Services and Planning Sectoral Groups (2004 – 2011)
 Member of Ordnance Survey (NI), Pointer Project and Stakeholder Board (2007 - 2011) and Member of Ordnance Survey (NI), EU INSPIRE Technical Working Group (2008 - 2011).
 Appointed Royal Geographical Society CGeog (GIS) Assessor and Mentor, (2006 – current)
 Founding Member, The Royal Geographical Society – Northern Ireland Branch (2010-11)
 Member, The Queen's University of Belfast, Employer – Alumni Panel (2003 - 2011)
 Member of TRACCS, European Transport Accessibility Group (2002 - 2010)

Are there any other reasons why you would like to become a member of ODUG?

I have long standing interest in data and information management to improve operational practices and/or services. With direct participatory experience in related groups previously, and with my current role, on-going developments and the pace of

change with respect to 'open' data and indeed, access, I strongly believe that my participation in the ODUG would be beneficial in terms of acting as a knowledge exchange and best practice forum to facilitate, inform and effect change with respect to better meeting the needs of the community that I serve. I most certainly would seek to contribute positively and make an impact during any tenure, both in relation to ODUG, as well as the community that EDINA serves nationally..

Are you currently a member of any other organisation(s) in a similar or related field?

Corporate Member of the Association for Geographic Information, AGI
Fellow, Royal Geographical Society with the Institute of British Geographers.
Member of European Citizen Science Association (ECSA)

Name	Job title (s) and organisation (s)
Heather Dunlop-Jones	CTO Central Government & Defence, IBM UK
What kind of Organisation can you represent?	
Large Companies Systems Integrators Other	
Why do you think you can represent these organisations?	
<p>I work for a company, IBM, which is a systems integrator and large corporation that is passionate about the release of open data (because of the business opportunities it presents, and also because of social benefits we think it will deliver). We are working with clients who are keen to use open data to improve their business. IBM produces tools, platforms, architectures etc, and creates some of the public sector IT systems, that use open data.</p> <p>As a private citizen, there is data I would like access to in order to better understand how my tax money is spent, and help me develop an informed view on social and civil issues.</p>	
Which of the following Industries would you be able to represent.	
Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
I work for a company (IBM) that supplies quite a lot of products and services for using data.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
I lead a community in IBM of its 300 or so IT Architects that work in public sector in the UK. I ran a conference for them in March (it is a once a year event), maintain communication with them via email, collaboration tools etc. I tweet from time to time with care, and find Twitter is a fantastic source of information, networks, events, people etc.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
I have to create cost cases to get funding for projects at work.	
Developed a data based service either from a business/marketing or a	

technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
n/a
Developed an app:
n/a
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
I've supported a number of open data initiatives in my work at IBM. Please see the Dublin city open data website http://www.dublinked.ie/
Any other relevant experience:
n/a
Are there any other reasons why you would like to become a member of ODUG?
I would like to contribute, and where I can - to bring IBM's capabilities to bear, in the effort to get useful data released in the UK.
Are you currently a member of any other organisation(s) in a similar or related field?
no. however my employer IBM is working collaboratively with the ODI.

Name	Job title (s) and organisation (s)
Vicki Howe	Data Analysis Manager, HouseMark Ltd
What kind of Organisation can you represent?	
SME	
Why do you think you can represent these organisations?	
HouseMark is a SME with 40 staff and a turnover of £5 million.	
Which of the following Industries would you be able to represent.	
Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
I feel I can represent the social housing sector as well as companies delivering data products and services. HouseMark is the social housing sector's leading provider of performance improvement services, particularly recognised for our financial, performance and tenant satisfaction benchmarking data. We are a membership organisation with over 950 subscribers across the UK, 95% of whom are social landlords (local housing authorities, Arms Length Management Organisations (ALMOs) and housing associations). Collectively our members own 4.4 million social housing dwellings which is 88% of the UK's total social housing stock. HouseMark is jointly owned by the Chartered Institute of Housing and the National Housing Federation, two not-for-profit organisations dedicated to improving housing standards.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
I personally set up and lead the STAR (Survey of Tenants and Residents) framework	

for social housing customer satisfaction.

<http://www.housemark.co.uk/hm.nsf/all/STAR?opendocument>

STAR has proved to be extremely popular amongst social housing landlords and provides key satisfaction indicators for comparison. The framework and guidance which defines STAR has been developed as 'freeware' for any landlord to follow. Our research indicates that 85% of social landlords make use of STAR.

I have run HouseMark conferences on STAR and the use of satisfaction data. I tweet as @Vicki_HouseMark and have 403 followers.

I am also setting up a one day conference for senior social housing professionals on 'Big Data, Big Business Benefits' to be held in London in October 2013.

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

Cost/benefit analysis is an essential part of the appraisal process for new products and services at HouseMark. As a company leader in product development, I am used to making a robust business case for new initiatives.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

I led the development of the following data benchmarking services for HouseMark:

- PI tracking

<http://www.housemark.co.uk/hm.nsf/0/D72275C05E4E378B80257012003216A5?opendocument>

- ASB benchmarking

<http://www.housemark.co.uk/hm.nsf/0/F178504876F8609D8025734000396BF6?opendocument>

- Complaints benchmarking

<http://www.housemark.co.uk/hm.nsf/0/354BDF97FDFB107B802576830036DE97?opendocument>

- Estates Services benchmarking

<http://www.housemark.co.uk/hm.nsf/0/FE1BD3BA78603542802575D00037617E?opendocument>

- Gas Safety benchmarking

<http://www.housemark.co.uk/hm.nsf/0/5BC04BDE41EF516A8025770000360661?opendocument>

- STAR benchmarking

<http://www.housemark.co.uk/hm.nsf/0/2B8B1106CC51DBB380257568003DE533?opendocument>

I was also a member of the development teams that created HouseMark's other key data services:

- Core benchmarking

<http://www.housemark.co.uk/hm.nsf/0/7C7281A6F10F9D2B8025701500314969?opendocument>

- Benchmarking dashboard

<http://www.housemark.co.uk/hm.nsf/0/DE0D3F0B03C467138025795700510015?OpenDocument>

Developed an app:

All the services described in 5c above are web based applications.

Created a business using open data or created commercial value from

data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

HouseMark's PlanForm
(<http://www.housemark.co.uk/hm.nsf/all/PlanForm?opendocument>) service contains a library of open data sources of macro-economic, housing industry and social indicators. I led the development of this library.

Any other relevant experience:

HouseMark is looking to make much greater use of open data within our benchmarking services in future. We are shortly to announce a partnership with a leading academic in this field and I will be working closely with him to enhance our services with the addition of open data.

Are there any other reasons why you would like to become a member of ODUG?

I am passionate about helping social landlord make the best use of available data to inform business decisions and improve services. I am keen to learn from the experiences of other sectors and help ensure the social housing sector benefits from good practice elsewhere.

Are you currently a member of any other organisation(s) in a similar or related field?

I am a member of the Royal Statistical Society.

Name	Job title (s) and organisation (s)
David White	CEO of import-io
What kind of Organisation can you represent?	
Start Up	
Why do you think you can represent these organisations?	
I am currently working on my second start-up, import-io. In 2009, along with my two co-founders Matthew Painter and Andrew Fogg, I set up my first start-up Kusiri which is a forensic investigation platform. Kusiri has been successful and in 2012 we moved onto our second start-up - import-io. This company was built on the underlying technology from Kusiri and has the goal of democratising access to data on the internet.	
Which of the following Industries would you be able to represent.	
Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
import.io is committed to democratising access to data. We believe the web is full of useful data but finding an easy way to access this data is difficult. Turning the data into something actionable requires a lot of time and specialist skills. We remove the complexity and allow you to normalise the data in rows and columns giving you access to actionable information quickly and easily.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
import-io are the co-organisers of a meetup group called Big Data Debate. In the past 3 months, we have held 3 meetups - 2 in London and 1 in San Francisco. These 3 meetups covered diverse topics such as 'Does privacy exist in a Big Data	

world?', 'The must have Big Data technology for 2013' and 'Big Data: The Controversial Questions'. These meetups allowed us to network with a variety of people who are speaking on the panel as well as attendees. We have met people from companies like Elasticsearch, the Open Data Institute and the Open Rights Group. This event was heavily publicised on import-io's social media pages including Twitter and Facebook in addition to Big Data Debate's Twitter. LinkedIn was also utilised for the San Francisco edition of the meetup with controversial questions being tweeted and posted to encourage discussion. The meetup is hosted on www.meetup.com - making it accessible to a whole network of people.

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

import-io is itself a data based service. We identified a significant problem and created import-io as a solution. The internet is full of useful data but it is currently unstructured. We remove the need for specialist skills and allow you to get the data yourself. Our extractor, connector and crawler functionalities allow you to normalise the data into rows and columns. This, in turn, allows you to combine data from multiple sites into a single dynamic database.

We have solved diverse problems for various companies. We can aggregate data from the web and allow you, for example, to compare what prices your products are being sold for across several company websites. Alternatively, our system can be used to populate large databases from multiple sources. Data can also be downloaded as a csv and then plugged into visualisation software.

Developed an app:

Our system can be used as the basis for a variety of apps. We can extract data and provide it in real-time for mobile apps. We have also used the system in-house to build an app called io x. While not available publicly, this has the potential to be a Chrome extension. You can visit any website and if there is an item, place or person you would like more information on, you simply press a button at the top of your browser. This underlines words over which you can hover and a text box will appear to give you background information and/or images relating to that word.

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

Any other relevant experience:

Are there any other reasons why you would like to become a member of ODUG?

Are you currently a member of any other organisation(s) in a similar or related field?

I have membership to the Open Data Institute.

Name	Job title (s) and organisation (s)
Michael Carter	
What kind of Organisation can you represent?	
Start Up Civil Society Systems Integrators Local Government	
Why do you think you can represent these organisations?	
Coming from a software development/data analysis background but further interests lie in supporting small start ups and Civil Society and also local governments who require representation on the impact of both providing and acquiring datasets.	
Which of the following Industries would you be able to represent.	
Geospatial Meteorology Transport Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
Experienced GPS data integrator and developer along with a business experience of Data service products and delivery. I also have an interest in Aviation and transportation which mixes with Meteorology.	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
Part of my everyday job. (Data Warehouse Architect)	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:	
Delivered many large Data Warehouses developed around specific business needs and provisioned for scalability and reliability	
Developed an app:	
Currently an Open Source contributor to an Android GPS acquisition app: https://github.com/mendhak/gpslogger and https://play.google.com/store/apps/details?id=com.mendhak.gpslogger I also configure and deploy a customised GPS tracking service based on this: http://www.geotelematic.com/	
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:	
Any other relevant experience:	

Are there any other reasons why you would like to become a member of ODUG?
Are you currently a member of any other organisation(s) in a similar or related field?

Name	Job title (s) and organisation (s)
Chris Perry	Joint CEO, Fabric Worldwide (A WPP Company)
What kind of Organisation can you represent?	
SME Start Up Large Companies Research Systems Integrators Media Central Government	
Why do you think you can represent these organisations?	
<p>I founded one of the first Internet companies in the UK, DNA Consulting in 1996, that sold to Razorfish, the largest digital communications specialist and eventually became part of Microsoft. During this time I launched many digital firsts for both Government Departments (DCMS, DWP, Inland Revenue, FCO) as well as private companies (O2, Unilever, Oxfam).</p> <p>I now run a specialist data organisation within WPP, Fabric Worldwide, whose sole remit is to help companies and organisations use their data for change. Fabric works with 140 brands in 26 regions (including Unilever, GSK, Colgate-Palmolive, Samsung) managing their digital data and using it to help them create new ways to understand their business performance and their consumers.</p>	
Which of the following Industries would you be able to represent.	
Market Research Data Products/Service Delivery PR/Communications	
Why do you feel you would be able to represent this industry?	
<p>WPP is the leading communications company in the World. As part of this group of companies Fabric's specialism means our capabilities around data, data management, consumer research and market research, developed in the UK and in the US, are highly advanced. They can be applied either to the specific industries highlighted here, but also have relevance when applied to Consumer Goods, Health and Financial Services industries.</p>	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
<p>Our data platform is used by a network of users in 26 regions. We run automated and manual management processes to support and manage this network of users and I understand best practice service and support for this type of network. I also</p>	

often talk at conferences on the themes of creative use of big data, social media and change (recently Eurobest - Lisbon, Webbit- Istanbul, Future of Retail WPP - London).

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

Having run a business for the last 18 years, I believe cost/benefit analysis is key to deciding investment within any organisation and we apply this mantra to how we do things.

I have also consulted with numerous clients in the area of data to provide them with business case examples and models to help them understand the value and opportunity of investments in data initiatives.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

One of my responsibilities as Joint CEO is to run the product development process and the product management team for FabricOS our data management platform. The platform is funded by investment from WPP and the founders of the company. The business case and funding case were developed by myself in conjunction with the other founding Directors.
www.fabricww.com

Developed an app:

I have developed web, social and mobile apps for large blue-chip clients. The most recent being Heineken Star Tab App and KFC Restaurant Finder.

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

Our business uses digital data and other sources including Open Data. Our key reason to be, is to help create commercial value for organisations from this data.

Any other relevant experience:

I developed the idea for Oxfam of 'Giving Goats' via e commerce to developing countries. This was borne from the insight that if you connect people to the outcome of their actions they're more likely to want to get involved. I feel the same applies with data. If data is available in the right context and format and people understand it, it's possible to get people involved, or change their actions.

Are there any other reasons why you would like to become a member of ODUG?

I'm personally interested in the opportunity for data to help individuals and organisation to create better, faster and more informed ways to do things. I think creating technologies to find useful and valuable signals within the data and ways to help individuals react to these insights, is one of the challenges and opportunities of our generation. From personal experience we're seeing amazing predictive patterns in the data that will change the way we think about things. Everything from how recipe usage can change the way food consumption patterns manifest themselves, to the way that people can be better helped with pain and medication by understanding the weather. I believe the Government's role in this evolving marketplace is key and I'd very much like to help.

Are you currently a member of any other organisation(s) in a similar or related field?

No.

Name	Job title (s) and organisation (s)
Gesche Schmid	Programme Manager Transparency Local Govt Association
What kind of Organisation can you represent?	
Local Government	
Why do you think you can represent these organisations?	
<p>I work for the Local Government Association (LGA), a membership organisation for local authorities in England. The LGA's aim is to support, promote and improve local government to be efficient, accountable and reliable.</p> <p>The LGA promotes an open and transparent local government to meet local needs and demands. It encourages a meaningful approach to open data to</p> <ul style="list-style-type: none"> • foster accountability, • innovate and transform services leading to improvements and efficiencies, • empower citizen and community groups to choose or run services and shape neighbourhoods and • drive local economic growth. <p>I am responsible for managing the local transparency programme within the LGA (www.local.gov.uk/local-transparency) and therefore I work with members, local authority policy makers and practitioners to identify local authorities' views and good practice, develop a local government vision on transparency and to support the sector in implementing local transparency to the benefit of the sector and the public. I therefore have a good understanding of local needs, while representing at the same time the overarching LGA policy and goals on transparency.</p>	
Which of the following Industries would you be able to represent.	
Geospatial	
Public Sector Data	
Why do you feel you would be able to represent this industry?	
<p>I have been working over 15 years as a data expert in local government and had responsibility for creating, using and managing local data. I have experience in database design and data quality assessment and used data in analytics and visualisation. I was an information manager responsible for data protection, information governance and information access rights in a local authority. Currently, I am advising the LGA on matters related to data policy and work with government agencies including the national archives, the Office for public sector information and other government departments to represent the view of the local sector, and to support the sector in managing data more efficiently and being more open in publishing their data.</p> <p>Before I started my current role of managing the local transparency programme, I was geographic information policy lead and undertook an impact assessment of implementing the INSPIRE regulation (a European-wide spatial information infrastructure) in local government. This gave me insight into the implications of making data accessible through web services using a standards framework. I also represent local government on the UK INSPIRE compliance Board and work with the programme to engage with local authorities to implement technical solutions for INSPIRE and to promote the benefits in data management. In addition, I am the</p>	

chair of the INPSIRE special interest group within the Association for Geographic Information, a geographic information professional organisation, which promotes the value of geographic information in benefitting citizens, governance and commerce.

Because I work with local government across all industrial sectors, I have access to sector experts in a wide range of fields including planning, environment, transport, education and social care.

Tell us of a time when you did any of the following
Built a network of users – ran a conference, talk or meet up – including the use of social media:

As part of the Local Transparency programme, I organised a series of open data events through the LGA including a workshop with members in October 2012, a fringe meeting at the LGA conference in July and a series of road shows in March 2013 to inform about open data and engage local authorities in the open data initiative (see. <http://esd.org.uk/esdtoolkit/News/NewsDetail.aspx?Item=754>). Over 150 delegates largely from local authorities attended the events in London, Bristol and Leeds.

I gave presentations about open data at various event and conferences including SOCITM and SOLACE. I chaired the European Opening Up conference in Cambridge in September 2012 which was attended by delegates from the North Sea region (<http://www.opening-up.eu/content/open-data-conference>).

In addition, I am using the various networks including social media offered by the LGA to reach out and inform largely local authorities about open data and the open data user group through Knowledge hub, esd toolkit, outreach, e-mail lists, e-bulletins. We used the twitter hashtag #transparenyc4u for the various events.

I am also coordinating various open data initiatives through the local open data group which I chair.

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

I contributed to various benefits cases which were published by ODUG during 2012/13 in particular around licensing, local government data and addressing.

I have also managed and researched various cost benefit analysis including the Study into the value of geographic information in local public services (http://www.local.gov.uk/web/guest/local-government-intelligence/-/journal_content/56/10171/2834452/ARTICLE-TEMPLATE) which was referenced in the DeLoitte market assessment of public sector information and the impact assessment for implementing the INSPIRE regulation in local government which formed the evidence base for a business case in Defra for funding for publishing of geospatial data under INSPIRE in local government.

During the past two years I have responded on behalf of the sector to various government consultations on open data and information rights and presented evidence of costs and benefits in local government.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to

develop a data based product or service; identified a market opportunity for a data based product or service:

I am contributing to various data and information services within the LGA including esd toolkit (which provides standards and services for benchmarking local government performance data) and LG Inform (a soon to be published local government information service). In the past I have put forward several business cases for developing information services and managed the implementation of a collaborative spatial data infrastructure when working for Atkins as a principal consultant.

Developed an app:

I am working with developers who are developing apps for esd toolkit.

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

I am currently managing the Local Government Open Data Breakthrough programme funded by the Department for Business Innovation and Skills at a value of £ 1 million. We are funding 11 projects in local authorities to enable the release of open data and to build components that will help to provide open data in more consistent and reusable formats across local government (http://www.local.gov.uk/web/guest/local-transparency/-/journal_content/56/10171/3926733/ARTICLE-TEMPLATE). The release of data will enable businesses to use the data for creating commercial value from local public data and voluntary and community groups to add social value to local services and initiatives.

Any other relevant experience:

I am working across local authorities and various government departments promoting the local government sector and contributing to a strategic approach for opening up in particular local government data. In the past I have contributed to developing and promoting various strategic approaches to the use of data such as the UK location strategy.

Are there any other reasons why you would like to become a member of ODUG?

I am currently a member of ODUG and would welcome to stay involved, promote and lobby for the quality enhancement of open data. Several activities to drive open data across local authorities are under way and it is valuable to link user demand and experience with the supply side in local government.

Are you currently a member of any other organisation(s) in a similar or related field?

I am a member of the Association for Geographic Information, the UK INSPIRE Compliance Board, the Local Public Data Panel. I chair the AGI INSPIRE special interest group and have links to a range of organisations including the Society of IT Managers (SOCI)

Name	Job title (s) and organisation (s)
Sarah Hitchcock	Director, GeoLytix
What kind of Organisation can you represent?	
Start Up	

Large Companies
Why do you think you can represent these organisations?
I've had 15 years experience of working in the corporate retail world and have a large network of people (including those who own the data budget) who work across a number of large companies. More recently I've joined a start up location planning consultancy, where we are developing a business model using open data
Which of the following Industries would you be able to represent.
Geospatial Retail Data
Why do you feel you would be able to represent this industry?
I've worked within Retail throughout my career (at Boots and Sainsburys) and have subsequently carried out projects for a number of retail companies whilst at GeoLytix. GeoLytix provide location planning consultancy, specialising in Geospatial modelling ('where should companies locate stores to optimise sales/profit and how does this fit with their online strategy'). We also sell datasets based on open data http://geolytix.co.uk/geodata
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:
I organised and led 6 monthly strategy and team building days for my team while at Sainsburys (c40 members) and supported with conferences for the Property division.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
Slightly different, but as part of my role as Head of Network & Investment Planning I had to recommend new store investments to the board, which would only be successful with a strong business case and financial appraisal,
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
My business partner Blair has developed the data we sell at GeoLytix, but I have led in terms of the marketing & website and understanding what our customers need.
Developed an app:
I haven't developed anything personally - but have project managed developers to create mobile applications to deliver efficiencies throughout large companies.
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
http://www.theodi.org/blog/guest-blog-geolytix-open-data-business-model
Any other relevant experience:
I've also worked with DUG, the Demographic User Group, whose members span across a number of large companies and whose objectives align very closely with ODUG.

Are there any other reasons why you would like to become a member of ODUG?

I've been a member of ODUG for the last 12 months and have thoroughly enjoyed the new experience and challenge, and getting to know a great group of people. I feel we've started to get some real traction and would like to keep going. I'm passionate that we should focus on the 'value-add' analysis can provide, rather than the raw data.

Are you currently a member of any other organisation(s) in a similar or related field?

Society of the Location Analysis <http://www.thesla.org/>

Name	Job title (s) and organisation (s)
Andrew Rowson	Managing Director, Data Diligence Ltd
What kind of Organisation can you represent?	
SME Start Up	
Why do you think you can represent these organisations?	
I have been engaging with the public sector for 7 years. I am aware of the difficulties faced by SMEs and start up companies in dealing with the public sector, especially local authorities with their leaning towards very large service providers. I have a long experience extracting data from public sector sources and understand the problem areas for data providers in producing useful open data, and the issues facing specialist businesses and the public in working with open data especially when it is of poor quality and not comparable.	
Which of the following Industries would you be able to represent.	
Financial Services Investigators/Antifraud Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
I trained with a big four accountancy firm and have been a technical specialist in ERP financial software products and big data analysis for 17 years. I have strong experience working with public data and public bodies' internal ERP data, and can offer valuable insights in using both to improve transparency, find efficiency savings and guard against fraud and error.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
I have worked for several years to raise the profile and demonstrate the value of high quality supplier duplicate payment recovery audits in local government, including liaising with Baroness Hanham and presenting at the DCLG. This engagement resulted in duplicate payment recovery being included at No.4 in last December's "50 ways to save" document produced by the DCLG.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
Among many ERP related projects, I produced a business case, planned, managed and implemented the successful addition of a fixed assets management module at	

<p>British Sugar plc. The project included data migration, staff training and post go-live support.</p> <p>The project took less than six months from start to finish and the project team included just one other hand-picked staff member.</p>
<p>Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:</p>
<p>I have developed a data based service to automate the production of local government's monthly supplier payments over £500 which would have the following benefits:</p> <ol style="list-style-type: none"> 1) Save valuable officer time each month, currently spent manually redacting certain supplier names 2) Ensure consistency in redaction - protecting the vulnerable and eliminating inappropriate redaction for commercial or political reasons 3) Ensure consistency between authorities and compliance with the spending data requirements - thus vastly increasing the commercial, management and business intelligence value of the nationwide supplier spending database. 4) Ensure that high quality monthly spending data can be published immediately after month-end close, rather than up to six months later, as is currently the case at some authorities. <p>The above service needs to be tailored to reflect each authority's ERP system and specific configuration. Further details are contained in the attached document.</p>
<p>Developed an app:</p>
<p>No, apart from the responses to 5c above and 5e below.</p>
<p>Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:</p>
<p>Data Diligence has been building up a database of local authority open spending data with the aim of providing useful information and insights to LA managers and the public alike. As the attached report explains, the real benefits and utility of this exercise remain well below their theoretical potential, and any commercial use of the data will be impossible as long as the spending data published by LAs remain at the current low quality level and cannot be compared across different authorities.</p>
<p>Any other relevant experience:</p>
<p>I have spent a career in the data-related field making sense of data. My experience and skillsets span accountancy, finance, ERP and other software systems at the technical level, as well as big data analysis and data science. I believe that the combination of these areas of expertise is often lacking even in large organisations both in the public and private sectors.</p> <p>One of my aims is to spread awareness of the commercial and other benefits of high quality open data, especially in public sector efficiency and transparency.</p>
<p>Are there any other reasons why you would like to become a member of ODUG?</p>
<p>I would like to work in a forum where it will be possible to contribute towards improving the public's experience of open data and to help remove the obstacles that hold back the universal benefits of smart, joined up and relevant public datasets.</p>
<p>Are you currently a member of any other organisation(s) in a similar or related</p>

field?	
No	

Name	Job title (s) and organisation (s)
Simon Agass	Earth Observation and Data Specialist, Satellite Applications Catapult
What kind of Organisation can you represent?	
SME Start Up Large Companies Academia Research Central Government Other	
Why do you think you can represent these organisations?	
<p>The Satellite Applications Catapult is an arm's length Government funded Research and Technology Organisation. The principle behind the Catapult is to enable growth within the UK Space Sector. The Satellite Applications Catapult has and will continue to develop relationships with SMEs, Academia, Medium to Large Enterprise and Government to deliver this goal. My role within the Catapult and as an Earth Observation Specialist is to work with many types of organisations to understand how Satellite Derived data can be used to improve lives of its consumers. This involves working through challenges and ideas and delivery of these products into the market place. My background has been working in Central Government to deliver data in line with the European INSPIRE directive and the development of the downstream applications that consume and publish this data. I have and continue to work closely with Academia to develop cutting edge data delivery mechanisms through the use of crowd sourcing and standards based data exchange. Working at the Satellite Applications Catapult we work closely with Large Multinational Companies that specialise in the development of Earth Observation Platforms.</p>	
Which of the following Industries would you be able to represent.	
Climate Change Environment Geospatial Public Sector Data Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
<p>As an Earth Observation Scientist I work closely with Climate Change and Environmental industrial partners to develop end user applications for the monitoring of and improvement to the Environmental and Climate change science. I have worked in the Geospatial Industry for eight years and have a large national and international network of businesses and collaborators/partners in this area. I have been an active member of the Association of Geographical Information. In addition to this I am working with partners in public sector organizations such as DEFRA and the Environment Agency to develop the linked data industry in the UK and by doing so aim to open up access to Earth Observation data through the use of products and service delivery.</p>	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	

In developing a particular work area within an EU Funded Framework 7 (FP7) project I led on behalf of the Welsh Government the Stakeholder engagement work package. This involved the development of ideas and products that could be spun out of the Crowd Sourcing of Environmental Data. In order for this to take place I organised and facilitated a number of workshops with the stakeholder community to develop a targeted strategy for the development of down stream demonstrator applications. The result of the workshops was a distilled list of specific problem areas and technical solutions that would demonstrate the value of the Crowd Sourced Environmental data and that were achievable within the temporal and financial budgets.

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

During a recent feasibility study, I was tasked with developing a business model that was achievable and sustainable for a specific maritime problem area. The business model had to demonstrate that the use of high cost Earth Observation data could deliver benefits to an industry and environmental issue. In order for this to be possible I had to research data access, data licensing, temporal and physical resolutions and deliver a solution that could be developed into a sound business case. As a result of this and through working with partners organisations it will now be possible to achieve and realise the benefits of the project at a sustainable cost.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

During my time at the Welsh Government I led on the technical delivery of the Spatial Data Infrastructure that formed the Welsh Government INSPIRE solution. Through the use of open source software and the delivery of a business case that would enable me to use a Cloud Hosting solution I was able to deliver at low cost a robust, scalable and sustainable INSPIRE compliant data delivery platform. Using the G-Cloud procurement framework it was possible to develop and deliver a highly capable system that could once live be supported by a third party. therefore meeting all of our obligations for performance and up-time with out compromising on Service Level Agreements, cost or timescales.

Developed an app:

While I was personally delivering the technical solution for INSPIRE I was able to Project Manage the development of a web application for the communication, exploration and discovery of the INSPIRE data sets required to be published through this Open Source system.

<http://inspire.wales.gov.uk/mapviewer>

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

I am in the process of organising a Linked and Big Data workshop to be held at the Satellite Applications Catapult in Harwell. The idea behind the workshop will be to show the industry what opportunities are open to them through the Catapult and other relevant schemes and engage the businesses and organisations in a series of business development programs. The goal of the sessions will be to develop

momentum within the industry that will enable the growth of the UK data economy through the opening up of data, associated technologies and downstream markets.

Any other relevant experience:

Masters Degree in Environmental Remote Sensing and GIS
Project Management (Prince2)
Working with research funding bodies: European Commission, EADS Foundation Wales, European Space Agency, Integrated Applications Program and the Technology Strategy Board.
Association of Geographical Information.
Delivery of the INSPIRE solution for Welsh Government and Natural Resource Wales (EA Wales, FC Wales and Countryside Council for Wales)

Are there any other reasons why you would like to become a member of ODUG?

I believe that I have the relevant experience and both technically and in data policy and standards that can inform the Open Data User Group and provide sound knowledge and applicable challenge areas to help drive forward the UK Open Data Movement.

Are you currently a member of any other organisation(s) in a similar or related field?

I am a member of: UK Environmental Observation Forum (UKEOF) data advisory group.
The UK Linked Data working group.
Association of Geographical Information.

Name	Job title (s) and organisation (s)
Carlos Somohano	Founder, Data Science London
What kind of Organisation can you represent?	
SME Start Up Research Community Activists Other	
Why do you think you can represent these organisations?	
We are the largest data science and big data community in Europe with +2,335 members. Our member base has hundreds of 1) data community activists, 2) data researchers, 3) data startups, 4) SME's, 5) independent data analysts and data scientists. Our community activities are primarily focused around those 5 groups within our member base.	
Which of the following Industries would you be able to represent.	
Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
One of our core themes is the development of Data Products. We have developed a methodology for developing and implementing Data Products too. Service Delivery of data science and big data are also central in our activities and our methodology includes a section on how to deliver data science projects. We are doing projects in Education, Public Sector Data, Transport, Industry, Retail... and whilst not a "member" of those sectors we believe we understand some of the challenges involving Open Data and Big Data in those sectors	

Tell us of a time when you did any of the following**Built a network of users – ran a conference, talk or meet up – including the use of social media:**

We have built the largest data science and big data community in Europe. We organise meetups, workshops, hackathons, discussion groups, forums, conferences, etc. We are very active users of social media tools including meetup, twitter, facebook, blogging, etc. We also reach out to +4,000 people by email. We run a newsletter too. We have several websites (+10)and blogs as well. We are also expanding our network in Asia and the Americas. Some examples: 1) Our meetup page with 2,338 members: <http://www.meetup.com/Data-Science-London/> 2) Our twitter feed with +2,975 followers: https://twitter.com/ds_ldn/ 3) Our blog: <http://datasciencelondon.org/> 4) Our last data science hackathon in April where +300 people attended: <http://www.bigdatahackathon.com/> 5) Our Data Science Academy <http://datascienceacademy.com/> which is a great catalyst to engage people, 200 people trained so far 6) A conference we helped to organise at O'Reilly Strata the largest big data conference in Europe (300 people attended): <http://strataconf.com/strataeu/public/schedule/detail/27032>

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

Yes we have done this many times for the organisations that we advise. Specifically, Total Cost of Ownerships (TCO), Total Benefits of Ownership (TBO), Return on Investment (ROI) and Cost/Benefits analysis. We usually deliver Data Discovery Workshops where we structure the research and topics of the business case.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

Developed a data based service either from a business/marketing or a technical perspective - Yes
 Put forward a business case for or got funding to develop a data based product or service- Yes
 Identified a market opportunity for a data based product or service- Yes
 Yes these are regular activities we perform when we engage with the organisations that we advise.

Developed an app:

Our focus is more on developing Data Products and Data Platforms rather than apps.

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

1) Created a business using open data or created commercial value from data/open data- Yes
 2) Supported another organisation to create commercial value out of open data - Yes
 3) Yes developed a credible business model on the basis of open data- Yes
 A good example of all this that we can show is our Music Data Science Project <http://musicdatascience.com/>, in which we were able to execute on the 3 items above and successfully contributed to the release of the largest music consumer

research dataset ever shared and opened. This was a big achievement for us because the music industry is one of the most closed industries in terms of data.

Any other relevant experience:

I have + 15 years of experience as independent consultant in enterprise data systems with many projects under my belt in areas like Business Intelligence, Analytics, Lean Six Sigma, Data Mining, Predictive Analytics, Data Quality & Data Governance... and in industries like Beverages, FCMG, Food, Oil&Gas, Supply Chain & Logistics...

Are there any other reasons why you would like to become a member of ODUG?

Central to our mission is the free dissemination and promotion of Open Data and Open Source. We believe our organisational goals are aligned with ODUGs goals, and we are confident that we can contribute to spread the word and help grow the Open Data Community. We also think the data science community, data community activists, and data startups seem to be a little bit under-represented at the ODUG, so we'd like to represent their voice and PoV.

Are you currently a member of any other organisation(s) in a similar or related field?

Yes, I'm a member of several communities in the fields of big data, machine learning, data visualization, startups, etc. Currently involved in a project with the ODI and NESTA on energy/sustainability. I'm also a faculty/adviser of the Open Institute London.

Name	Job title (s) and organisation (s)
Dr. Stuart Chalmers	BIM Technical Manager, Building Research Establishment
What kind of Organisation can you represent?	
Large Companies Research Other	
Why do you think you can represent these organisations?	
<p>The Building Research Establishment (BRE) was founded in 1921, and is an independent and impartial, research-based consultancy, testing and training organisation, offering expertise in every aspect of the built environment and associated industries, helping the industry create better, safer and more sustainable products, buildings, communities and businesses through innovation, testing and product development.</p> <p>BRE is owned by the BRE Trust, a charitable organization, which is the largest not for profit charity in the United Kingdom dedicated to research and education in the built environment. Trustees are drawn from seven groups: built environment professionals, contractors, material and product suppliers, housing, university departments, building owners, building managers and building users.</p>	
Which of the following Industries would you be able to represent.	
Industry	
Why do you feel you would be able to represent this industry?	
<p>The UK Construction Industry has annual turnover of £100+ billion, is a top 10 global exporter, and provides almost 10% of UK GDP, employing 2 million people in over</p>	

250,000 different companies. It is 5 times the size of UK Aerospace industry and over 3 times larger than Automotive, and has experienced rapid post-recession growth. The UK Government has embarked with industry on a four year programme for sector modernisation with the key objective of: reducing capital cost and the carbon burden from the construction and operation of the built environment by 20%. Central to these ambitions is production and consumption of information rich data streams to aid in waste reduction, duplication of effort and to promote collaboration, commonly called Building Information Modelling (BIM).

BIM encompasses the construction processes, procedures and technologies that aid value creating collaboration through the entire life-cycle of an asset, underpinned by the creation, integration and exchange of disparate structured data describing construction assets, processes and team capabilities. The UK Government Construction Strategy (2011) announced its intention to require collaborative BIM (with all project and asset information, documentation and data being reported as structured data) on its projects by 2016.

BRE is currently active in BIM across a multitude of projects, not only in helping clients control energy use in their buildings but also to understand how their products, materials and systems will perform and how their environmental performance could be improved. BIM also plays a major part in the BRE Trust's Future Cities programme, begun in 2010, and their Smart Grids project initiatives.

BRE also manage the UK arm of BuildingSMART, the international open standards organisation for building and infrastructure data, and are behind the open data technical delivery the Uniclass2 Semantic data format. Uniclass2 is the UK Government's preferred standard for classification in construction of assets, buildings, infrastructure and services, and I am the main technical consultants providing implementation, expertise and direction on alignment of this classification with current open data standards.

Tell us of a time when you did any of the following
Built a network of users – ran a conference, talk or meet up – including the use of social media:

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

While at the Royal Institute of British Architects, I was responsible for project management and technical development of the BIM Gateway, a one year Technology Strategy Board funded initiative (in partnership with Central St. Martins) that produced a reusable, open version of the Uniclass Construction Classification system and the Common Arrangement of Works Sections (CAWS) using Semantic Web and linked open data standards. More information can be found at <http://www.bimgateway.com>

Uniclass (and its successor Uniclass2) is the UK standard classification system for structuring construction information throughout the life cycle of a project. It is managed by the Construction Project Information Committee (CPIC), which represents the major construction industry bodies including RICS, RIBA, ICE, CIBSE, CIAT and CIOB.

This project (with full backing of CPIC) took the existing Uniclass and CAWS construction classification systems and produced a reusable, open, SKOS-based version. Because of the success of this project, we were instrumental in aiding the development of the next generation Uniclass2, and we are now in charge of producing the new digital version of the Uniclass2 system. Our work has also been adopted by the UK Government's BIM Task Group and the initial beta version of the system can be found on their website at: <http://bimtaskgroup.org/uniclass2/>.

The BIM Gateway project ran from 2011-2012, and was highly commended by the TSB. Because of the success of this project, I was asked to become technical advisor to the CPIC committee and continue the development of Uniclass2 in its online open digital form.

Developed an app:

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

Any other relevant experience:

Are there any other reasons why you would like to become a member of ODUG?

I believe that the UK Construction Sector, and the rapid increase in the use of BIM and structured data for construction and infrastructure project information could be a major area for the exploitation and uptake of open data standards. With the backing of the UK Government as a client, and the mandated use of open shareable asset information for buildings and infrastructure by 2016, the UK construction sector is becoming increasingly aware of non-proprietary open standards, and representing and sharing construction data through these standards.

I also believe that, as the UK managers of the international construction open standards organisation (BuildingSMART), BRE can contribute to the ODUG by sharing our knowledge of UK construction practices and procedures for data sharing and the requirements of the construction industry, and can also learn from the group and the UK open data movement to feed back into the construction sector and help align and integrate our data practices more closely with current UK open standards.

Are you currently a member of any other organisation(s) in a similar or related field?

I am currently technical consultant to the Construction Project Information Committee (CPIC), responsible for providing best practice guidance on the content, form and preparation of construction production information, and making sure this best practice

Name	Job title (s) and organisation (s)
Simon Whalley	Data Manager at Beacon Dodsworth Ltd.
What kind of Organisation can you represent?	
SME	
Why do you think you can represent these organisations?	
I have worked for Beacon Dodsworth Ltd. for over 13 years. We are a Geographical Information Systems company who specialise in providing data and mapping solutions for clients. Being an SME we fully understand the issues facing companies of our size. These include a lack of access to data sets due to a minimum number of sales required and prohibitive contracts along with excessively high source data costs preventing the development of new products. The OpenData initiative is an excellent development as it is helping in starting to remove some of these barriers.	
Which of the following Industries would you be able to represent.	
Consumer Products/Services Financial Services Geospatial Health Market Research Public Sector Data Retail Transport Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
<p>Working for a computer mapping company, I have a comprehensive understanding of the geospatial aspects of data and the importance it provides us, but also our clients. The link below details case studies of some of our clients;</p> <p>http://www.beacon-dodsworth.co.uk/site/about_us/case_studies/</p> <p>For the diversity of the industries that our clients work in, we require a wide range of the data which might be applicable to them, but also we recognise the issues of using these data.</p>	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
<p>I have helped to develop a collaborative partnership with Professor Peter Batey and Dr Peter Brown at the University of Liverpool. This partnership has helped to build P2 People & Places, our geodemographic classification, along with the writing of a series of research papers over the past 10 years.</p> <p>http://www.beacon-dodsworth.co.uk/site/products/academic_research/</p> <p>I have also helped to build a similar working partnership with the North West Public Health Observatory. This included work looking into the impact of different health conditions on different types of people described within P2 People & Places as part of social marketing initiatives.</p> <p>http://www.beacon-dodsworth.co.uk/site/products/assess_health_needs/</p>	

I have assisted on the company stand at a number of health conferences on social marketing within the NHS promoting P2 People & Places.

Part of my role involves face to face meetings or conference calls with clients to help to develop solutions for them, offering advice on how best to resolve any data issues.

I regularly contribute to the company's blog on data issues, promotions, and what is new in the world of data;

<http://www.beacon-dodsworth.co.uk/blog/general-news/i-want-to-ride-my-bicycle/>

Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:

Beacon Dodsworth Ltd. are resellers of Royal Mail PAF address data and have been so for all of the years I have worked here. In the Spring of 2012 we were approached by Royal Mail to look at their new address data set called PinPoint that they were developing. This was to be a direct competitor to Ordnance Survey's Address-Point. We were asked to test the data, provide feedback on its quality, and potential price of usage, provide a business case for using these new data and the potential income we would be likely to generate from this new product. This Spring Royal Mail were planning on dropping the product all together. Again we were asked to provide a case for its usage and how much income in sales we as a company would generate from this new product. We were strongly in favour of PinPoint as it would have been the nearest product to an OpenData Address Database that would have been on offer due to its relative low cost. Sadly, this consultation could not stop Royal Mail from dropping the creation of this product as they argued that the cost of creation was too great.

Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:

I am the project manager and principal developer of P2 People & Places.

http://www.beacon-dodsworth.co.uk/site/products/about_p2_people_places/

This is our geodemographic classification which enables our clients to profile their customers to gain a better understanding of their characteristics and why they purchase/use their products or services. It also enables them to look at new areas within the country where they currently do not have clients and to target where they might find potential new customers. These types of classification are heavily used for marketing and advertising campaigns. A couple of examples of uses are given below;

http://www.beacon-dodsworth.co.uk/site/about_us/an_accurate_customer_reflection_for_trinity_mirror
http://www.beacon-dodsworth.co.uk/site/about_us/vision_express_case_study/

Developed an app:

I have developed an online profiling tool using P2 People and Places, our geodemographic classification. This allows you to enter a place name or postcode

and a map showing the area in question is produced with all of the postcodes and their classification displayed. A link is given below;

<http://www.beacon-dodsworth.co.uk/webservices/p2-profiling.htm>

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

I have created a product called Postview Points for Beacon Dodsworth Ltd. This uses both Code-Point Open and OS Locator to build a postcode geocoding database. As well as postcode co-ordinates accurate to 1 metre for Great Britain, it also includes a settlement, locality model. The base OpenData has been taken and refined to produce a commercial product of the highest quality.

<http://www.beacon-dodsworth.co.uk/site/products/geocoding/>

Any other relevant experience:

I have a Degree in Geography and a Masters Degree in Geographical Information Systems. I studied under Professor Stan Openshaw (with help from Professor David Martin) for my Masters dissertation helping to provide the case study for adopting Output Areas for the 2001 Census as the smallest unit of geography for releasing Census data at. This was successfully adopted for the 2001 Census and the subsequent 2011 Census.

More recently I wrote the technical specification for the format of the bulk delivery data for the 2011 Census. This was agreed and adopted by all members of the 2011 Census Bulk Data Working Group.

I am responsible for all digital data products within our company. This involves the design, creation, and adoption of products. This equates to around one third of the companies total turnover. From carrying out this role for the past 13 years I have an extensive experience of all of the issues involved with digital data including; what is useful, what data would we like to have, but is currently unavailable, and finally licencing and cost issues.

Are there any other reasons why you would like to become a member of ODUG?

I am passionate about geography and geographical digital data. I have an extensive experience from my education and now working within this industry for over 13 years. One of the biggest barriers our industry faces is helping to provide solutions for clients against the backdrop of excessive data costs and unworkable licences. We have had to walk away from potential deals countless times. It hurts us a company, but also removes so many opportunities for clients to gain a better understanding of their own businesses or offer better services to current and potential new customers. These issues are stifling potential growth within the UK economy.

Are you currently a member of any other organisation(s) in a similar or related field?

Beacon Dodsworth Ltd. is a member of the Association of Census Distributors (ACD). This organisation represents the interests of number of commercial companies when talking to the Census Offices of the UK in all matters relating to

digital data and acces

Name	Job title (s) and organisation (s)
Jamie Whyte	Data Innovation and Policy Specialist, Trafford Council
What kind of Organisation can you represent?	
Local Government Other	
Why do you think you can represent these organisations?	
<p>I am employed by Trafford Council, within the Partnerships and Performance Service. I am responsible for Trafford's Local Information System, InfoTrafford. My role covers all things data, both in the council, and with our partners. I operate across all directorates of the Council, identifying and using data to support internal processes, such as service redesign, move to locality-based working, etc. At the same time, data is released as open data, wherever possible. I also work very closely with partners, statutory and otherwise, to identify data that we as a council hold that can benefit the wider sector, but also data that partners hold that can improve our understanding of the needs and opportunities in our borough.</p> <p>All of this means I have an excellent understanding of the opportunities that local government can offer open data, and also the benefits that open data brings to local government, and its partners.</p>	
Which of the following Industries would you be able to represent.	
Public Sector Data	
Why do you feel you would be able to represent this industry?	
<p>I work within the Public Sector, and liaise with other organisations in the public sector, such as Housing, Police etc, on a daily basis, so am well equipped to represent this diverse and far-reaching industry.</p>	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
<p>I re-established the North West user group of Instant Atlas – the platform for InfoTrafford, and other LISs across the North West. This was in order to share ideas, learning, and collaborate. The group met several times, and now exists as a virtual support network.</p> <p>I also am responsible for InfoTrafford's twitter account (@infotrafford). This is used to increase awareness of and engagement with Trafford's data, as well as other interesting data resources.</p>	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
<p>I am familiar with the principles of cost benefit analyses, working on several Public Sector Reform projects, mainly Troubled Families. I am the data lead for the Troubled Families CBA modelling exercise.</p>	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to	

develop a data based product or service; identified a market opportunity for a data based product or service:

I am responsible for InfoTrafford, Trafford's Local Information System. I have developed InfoTrafford, both technically, and content-wise. I have built up a considerable user-base, by working with the Voluntary sector, and other partners, as well as internal staff, to ensure content is appropriate, and useful.

www.infotrafford.org.uk

Developed an app:

I developed area profiles for Trafford's Wards to try and capture all of the open data available to inform Elected Members, residents, and other organisations of local needs/opportunities. Whilst this was created using software provided by our supplier, we modified much of the design and functionality using code to make the profiles more engaging.:

Example:

<http://www.infotrafford.org.uk/profiles/profile?profileId=564&geoTypeId=33&geoids=00BUGB>

These profiles are updated automatically, as soon as data is added to the site. Members, and others have found the profiles invaluable for summarising areas, giving potential areas of focus.

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

One of InfoTrafford's successes has been supporting communities with evidence. I have several examples where our publicly available data is being used in grant applications such as a Big Local £1m investment in Sale West. A particular success has been giving communities information to allow them to vote on distribution of Voluntary Sector Grants. See LGA case study for more info:

<http://shar.es/zts3j>

Any other relevant experience:

I am also the Local Authority lead for DataGM - Greater Manchester's open data portal. I have just organised the upgrade of the underlying software to the latest version, and am about to begin relaunch of the site. This will provide one place for people to find open data about Greater Manchester. It is hoped that this will act as a catalyst for boosting production and use of Open Data in Greater Manchester

www.datagm.org.uk

Are there any other reasons why you would like to become a member of ODUG?

I am passionate about open data, having seen the benefits that it has brought to people in Trafford, through increased transparency, successful grants and awards, and better targeting of new and existing projects and services. I have spoken at several events on the subject of open data in local government. I am also interested in the potential of linked data to local government, and think that ODUG would provide an ideal opportunity for a local government representative to support the creation of national local datasets that can be used by all - public, local government, national government, third sector and SMEs.

Are you currently a member of any other organisation(s) in a similar or related

field?	
Open Data Manchester; iNetwork	
Name	Job title (s) and organisation (s)
Martin Donnelly	Senior Institutional Support Officer, Digital Curation Centre
What kind of Organisation can you represent?	
Academia Research	
Why do you think you can represent these organisations?	
<p>The Digital Curation Centre (DCC, www.dcc.ac.uk) is a UK national support service and centre of excellence in the management, curation and preservation of digital information, with a special focus on digital research data in Higher Education. Recent HEFCE-funded work at the DCC (2011-2013) has involved in-depth engagements with a cohort of over twenty UK research universities, with a view to improving awareness of data-related issues and strengthening support provision and both an institutional and at a national level. This work, which continues from 2013 with a new cohort of engagements, has given us a privileged insight into the practices, requirements and concerns of multiple stakeholder groups working within the research lifecycle.</p>	
Which of the following Industries would you be able to represent.	
Education Public Sector Data	
Why do you feel you would be able to represent this industry?	
<p>The DCC's institutional engagements team spends much of its time working on real-world problems with active researchers and data managers, both on site and via online communication, with a view to achieving new levels of insight around researchers' needs regarding data collection, creation and reuse. Increasing funder, institutional and publisher expectations on the management of research data, and its preparation for sharing and reuse, have led to a need for advocacy to researchers and institutional research officers alike, who are being asked to do something that is often completely new. This is not always a welcome message, but a process of culture change is underway to assuage these concerns and to emphasise the benefits of the new activities.</p>	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	
<p>I coordinate the DCC's Research Data Management Forum (http://www.dcc.ac.uk/events/research-data-management-forum-rdmf), a biannual series of events bringing together researchers, funders, data managers, repository and data centre managers, research administrators and other interested stakeholders to discuss themed topics relating to research data management. I also sit on the organising committee of Edinburgh's annual Repository Fringe unconference (http://rfringe13.blogs.edina.ac.uk/programme/), and served as co-chair in 2011. The Repository Fringe and RDMF events both encourage use of social media (Twitter hashtags etc) throughout the event. RepoFringe goes one step further with liveblogging and Crowdvine used to bring the event to those unable to attend in person, and to encourage unscheduled meetups and interactions around the main</p>	

events of the unconference.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
Through the aforementioned institutional engagement programme, the DCC is supporting numerous universities in making the business case for investment in dedicated research data management staff and services, essentially balancing the costs of investment against the risks (both financial and reputational) of not protecting research funding, and by extension the data created under this. In many cases the cost of introducing these services is dwarfed by the research income (and associated reputational benefits) accrued, but convincing senior managers to invest in new activities is not always easy.
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
I co-designed and project managed the development of DMPonline (https://dmponline.dcc.ac.uk/), so far as we know the world's first web-based data management planning tool. The need for this tool arose from increasing research funder expectations and requirements around data management, coupled with a paucity of easily digestible guidance. DMPonline brings these together in a single, easy to navigate system. The code is Open Source, and its continuing development benefits from the enthusiasm of a distributed user group. The original development work was carried out by the DCC and supported by Jisc, who also funded a number of projects to extend the tool's functionalities and increase uptake.
Developed an app:
See above (DMPonline).
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Not much experience of this, although it's fair to say that HEIs (and the DCC) are under increasing pressure toward self-sustainability when it comes to funding, so our sector is becoming ever more aware of the bottom line. In brief, our business model is to support data creators and reusers by identifying and underscoring the benefits (financial and otherwise) of sound data-related practice.
Any other relevant experience:
I serve as Secretary to the UK CODATA National Committee, coordinating activities and collaborations around scientific data on a national and international basis, and am a PRINCE2 Practitioner.
Are there any other reasons why you would like to become a member of ODUG?
I have a growing interest in the links between government data and academia, particularly from a policy perspective and how different sets of regulations, requirements and expectations intersect and overlap. At any point of transition there is always a risk of things 'falling between two stools', and I hope that the presence of a DCC member on this group could help mitigate such risks. I also have a long-standing interest in the long-term management and preservation of digital materials, which is at risk of being overshadowed by the growing

momentum towards short-term data sharing and openness, and I would like to help ensure that it is not overlooked.

Are you currently a member of any other organisation(s) in a similar or related field?

CODATA, as above, EuroCRIS (a non-profit association of individuals and organisations in the European current research information systems community), and IASSIST (the International Association for Social Science Information Services and Technology).

Name	Job title (s) and organisation (s)
Dane Wright	Director, AppGov Ltd
What kind of Organisation can you represent?	
SME	
Local Government	
Why do you think you can represent these organisations?	
20 years experience in local government IT (development, management, strategy). Currently director of small data services consultancy which uses open data.	
Which of the following Industries would you be able to represent.	
Public Sector Data	
Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
Considerable experience of both public and private sector use of data and associated services.	
Tell us of a time when you did any of the following	
Built a network of users – ran a conference, talk or meet up – including the use of social media:	
Development and maintenance of e-Government Register website and related user base in public and private sector for data on software usage in local government (now transferred to Socitm). Development of Energy Monitoring project using social media to build user community to promote energy saving. Speaking at various conferences/workshops including on Open Data in local government.	
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:	
Numerous successful IT related business cases and project proposals including cost/benefit analyses and action plans for implementation. Including £1m CRM project and £100k energy project.	
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:	
Development of e-Gov Register website and more recently the AppGov website (www.appgov.org) using central and local government open data to provide market analysis and procurement advice.	
Developed an app:	
Web based app - see above.	
Created a business using open data or created commercial value from	

data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
Established AppGov Ltd to provide public sector data services using open data as an example and as the basis for development of future products using machine learning for data classification and recommendation services.
Any other relevant experience:
Responsible for developing and promoting open data in local government. Participant in public consultations regarding open data. Participant in London based Data Science, Machine Learning, Big Data meetings.
Are there any other reasons why you would like to become a member of ODUG?
Enthusiastic about contributing to the promotion, development and use of open data.
Are you currently a member of any other organisation(s) in a similar or related field?
No.

Name	Job title (s) and organisation (s)
Tom Smith	Managing Director, OCSI
What kind of Organisation can you represent?	
SME Research Systems Integrators	
Why do you think you can represent these organisations?	
<p>I am managing director (and founder) of OCSI - an SME focused on creating analysis, products and tools based on open data for community and public sector clients. I lead a team of 10 employees, with turnover increasing an average of 35% per year since relaunching as an open data business.</p> <p>A 'spin-out' company from the University of Oxford, we collaborate on projects with research teams in academia, commercial and public sector.</p> <p>Our technical team captures and integrates data from open data systems across the UK, and increasingly, internationally. For some years we have collected and managed all UK public sector data published at local level, and we now run data projects in the US and Southern Africa.</p>	
Which of the following Industries would you be able to represent.	
Geospatial Public Sector Data Data Products/Service Delivery	
Why do you feel you would be able to represent this industry?	
Our data products and services are based on using public sector data (either published as open data or held by community / public sector organisations) to improve service delivery. All our tools and services involve geospatial analysis. Our team covers data analysts, technical & GIS developers.	
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:	

<p>Our Community Insight product (www.communityinsight.org), a web-based subscription tool developed in partnership with a charity based in the housing sector. Launched in late 2012, the data and mapping tool has already been adopted by over 50 major housing providers managing some 800,000 homes between them. As well as leading the Community Insight technical team, my role is to help develop the user group and network of . As part of this, we run quarterly user group conferences and regular technical webinars for the community.</p>
<p>Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:</p>
<p>The OCS DataLab content underpins data observatories run by 50 Local Authorities, is part of the toolkit for more than 4,000 rural communities carrying out local planning, and provided all content for the initial launch of the government's data.gov.uk open data platform. As part of our evaluation of the Data Packs, we have carried out cost-benefit analysis of the service for Local Authorities.</p>
<p>Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:</p>
<p>I lead the OCSI team for our Community Insight product (www.communityinsight.org), a web-based subscription tool developed in partnership with a charity based in the housing sector. Launched in late 2012, the data and mapping tool has already been adopted by over 50 major housing providers managing some 800,000 homes between them – one of the fastest uptake rates for new & innovative tech developments in the housing sector. Community Insight puts the housing sector at the very forefront of the open data revolution, has been publicly recognised by Ministers as a pioneering open data tool, shortlisted for the EU Open Policy Making 2.0 prize, and is generating growing interest from outside the housing sector including from central and local Government.</p> <p>I also head the team for our Next Generation Local Information project is part-funded by the Technology Strategy Board under their Digital Convergence & Hyperlocal Media programme, run jointly with NESTA. We are using semantic search technologies to link our Open Data API (for some years we have collected and managed all public sector data published for local level) to underpin and inform Local Authority and community sector engagement, such as setting-up Neighbourhood Plans, and resident engagement.</p>
<p>Developed an app:</p>
<p>Numberhood - www.numberhood.net - "local stats in your pocket". Our iPhone / iPad mobile app has had more than 70,000 downloads, allowing users to access, visualise and compare performance on the important local issues in their area, based on open data sources and our OCSI analysis.</p>
<p>Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:</p>
<p>I am Managing Director and co-founder of OCSI (www.oci.co.uk), a commercial 'spin-out' company from the University of Oxford Social Policy department. Initially founded as a research consultancy working with public sector organisations, since</p>

2010 OCSI has focused on creating analysis, products and tools based on open data for community and public sector clients.

Our core team of 10 data analysts and technical developers turn complex datasets into engaging stories, and make data, information and analysis accessible for communities and decision-makers. We have worked on open data projects to the value of £2M, helping 100s of public and community sector organisations to make their services more efficient and effective. OCSI is also an official partner of the Office for National Statistics, for our expertise in disseminating and using open data.

Turnover has increased an average of 35% per year since relaunching as an open data business, with our growth potential recognised & supported by the Technology Strategy Board in their Growth Accelerator programme.

Any other relevant experience:

10 years experience analysing & developing public sector datasets to create data products. In particular, I have analysed individual level education datasets on pupil performance (PLASC, School Census etc) to create 'value added' school performance league tables, used DWP individual level datasets (including the longitudinal GMSONE database - 17M records) to analyse performance of local employment and economic programmes, captured and used Housing Benefit data from LAs to target regeneration programmes, and analysed service and user locations to develop components of the Index of Multiple Deprivation.

My PhD in artificial intelligence and robotics also comes in handy when assessing potential uses for open and big data sources.

Are there any other reasons why you would like to become a member of ODUG?

I love open data. As a data analyst and technical developer, I and the OCSI team have worked with 100s of public and community organisations to improve service delivery using government open data, alongside data held by organisations. ODUG has a goal to maximise the use of open data to improve services and drive economic growth - I believe that my skills, experience and contacts can help ODUG with that aim.

Are you currently a member of any other organisation(s) in a similar or related field?

Open Data Institute Member.
Fellow of Royal Statistical Society.
Office National Statistics Census delivery User Group (API and bulk delivery).
I have also acted as an external advisor on opening-up, sharing and using data for the Office for National S

Name	Job title (s) and organisation (s)
Dr Robert Barr OBE	Chairman - Manchester Geomatics
What kind of Organisation can you represent?	
SME Academia Research Community activists	

Local government
Why do you think you can represent these organisations?
My principal career is as an academic social and urban geographer specialising in geographic information systems and data issues. I worked for 30 years in the University of Manchester where I was director of a Regional Research Laboratory which was spun out as a company, Manchester Geomatics, of which I am still the Chairman, in 2000. I currently hold a Visiting Professorship at Liverpool University and an Honorary Research Fellowship at Manchester University. In addition I served on the Council of the Association for Geographic Information of which I was Chair in 2000, for 13 years and am a founder member. I have been an active member of the Open Street Map community and am a Foundation Member. I am also a Borough and Parish Councillor in Warrington and Lymm respectively. I have served for 7 years, and am serving, as an independent director of an LSVT Housing Association in St Helens.
Which of the following Industries would you be able to represent.
Education Geospatial Public Sector Data Data Products / Service delivery
Why do you feel you would be able to represent this industry?
In addition to the career experience above I have specialised in data issues for the whole of my career. My company, Manchester Geomatics, was the principal sub-contractor responsible for creating the National Address Register which underpinned the successful 2011 census. I have campaigned on Public Sector Information issues since the mid 1980's and been close to the EU INSPIRE programme. I have attended every Open Street Map State of the Map Conference with the exception of the first, have spoken at most - including keynotes, and am a member of the OSM Foundation. As a Cabinet member I was involved in Warrington Borough Council's data policy.
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:
I was chair of the AGI conference, the major user and industry conference in its field, for four years. I was secretary of the Regional Research Laboratories Network in the UK and have run its free jobs listing site for nearly 20 years. I have active Twitter accounts both as a data practitioner and as a Councillor with over 1000 followers, over 6000 Tweets and I am frequently re-Tweeted.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
I have been involved in a number of the business cases put forward by ODUG during the last year. Prior to that Manchester Geomatics was often hired on a consultancy basis to assemble business cases for data management and research and intelligence activities, I was responsible for drafting a number of those. I also had a successful record in writing grant applications and contributed to successful cases for more than £2.5 million worth of funding during my academic career, many of those with an applied element.
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to

develop a data based product or service; identified a market opportunity for a data based product or service:

Manchester Geomatics was founded in 2000, out of a Laboratory originally founded in 1986 and self-funding for much of its life, to provide Social Information Systems for the Health and Local Government Sectors, to carry out data quality audits and to provide data based consultancy. All of these were commercially funded on the basis of competitive tenders. The company was diverted by its full-time task of building the National Address Register for the Office of National Statistics and is now seeking to re-develop its portfolio of products and services. (<http://www.mgeomatics.com/>)

Developed an app:

I have not personally developed an app

Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:

Manchester Geomatics was one of the pioneering companies involved in Social Information Systems which combined both Open Data and proprietary data to provide data management platforms for local government and other local public sector organisations.

Any other relevant experience:

I have served, enthusiastically, one term on ODUG and believe I have a 100% attendance record. In addition to APPSI, mentioned elsewhere, I was a member of the Cabinet Office Social Exclusion Unit Policy Action Team 18 which published the report on "Better Information" which led to the establishment of the ONS Neighbourhood Statistics Service and refreshed the Index of Multiple Deprivation. I chaired the geographic referencing sub-group of PAT18. I was also a Harkness Fellow at the University of California Santa Barbara 1992-1993 looking at the impact of US open data policies.

Are there any other reasons why you would like to become a member of ODUG?

I have very much enjoyed my first year on ODUG, believe I have contributed significantly and have more to offer. While I cannot match the youth of many of the members I feel I make up for it in my length and breadth of experience.

Are you currently a member of any other organisation(s) in a similar or related field?

I am currently a member of the Advisory Panel for Public Sector Information (APPSI) hosted by The National Archive in the the Ministry of Justice. I remain a member of the Association for Geographic Information, the Royal Geographical Society / Institute of British Geographers, The British Cartographic Society, the Open Street Map Foundation and the Royal Society of Arts

Name	Job title (s) and organisation (s)
Sam Smith See Attached PDF Q8 – not for publication	Privacy International
What kind of Organisation can you represent?	
Academia Research Civil Society	

Community Activists
Why do you think you can represent these organisations?
Prior to my current (paid) role in civil society, I worked on academic data access for a decade, including specification, access, and data design to meet user needs.
Out of personal choice, I've often worked on a wide variety of community projects, including as a mySociety volunteer for a number of years.
Which of the following Industries would you be able to represent.
Why do you feel you would be able to represent this industry?
n/a
Tell us of a time when you did any of the following Built a network of users – ran a conference, talk or meet up – including the use of social media:
I run http://www.opentech.org.uk/ each year for 700 people interested in transparency, democracy and technology, and I tweet as @smithsam.
Developed a cost/benefit analysis - researching and drawing on evidence to make a business case for action:
see question 8.
Developed a data based service either from a business/marketing or a technical perspective; put forward a business case for or got funding to develop a data based product or service; identified a market opportunity for a data based product or service:
see question 8.
Developed an app:
see question 8.
Created a business using open data or created commercial value from data/open data; supported another organisation to create commercial value out of open data; developed a credible business model on the basis of open data:
see question 8.
Any other relevant experience:
probably.
Are there any other reasons why you would like to become a member of ODUG?
Delivering on the harder aspects of OGP and open data promises is something that is likely to require more attention this year. These are likely to be interesting problems.
Are you currently a member of any other organisation(s) in a similar or related field?
probably.