

Press release, Stockholm May 12, 2017

## **Simon Hay, former CEO of global customer science giant dunnhumby and Anne Roggeveen, professor of marketing at Babson College, Boston, USA, nominated as board members of Nepa**

### **About Simon Hay**

Simon has spent 30 years in the forefront of data analytics technology. The last 25 of these building global customer science giant dunnhumby. Simon started out as the third employee after founders Clive Humby and Edwina Dunn. Over his long career he spent six years as MD USA, starting up dunnhumby USA and the last six years as global CEO of dunnhumby, a USD 500 million turnover company with 2,000+ employees and clients in 84 markets. Simon is widely recognised for his values-led leadership and for the development of global client relationships and markets.

### **About Anne Roggeveen**

Anne Roggeveen is a Professor of Retail and Marketing at Babson College in Boston, USA. Professor Roggeveen's research has been published in a number of journals including the Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, Journal of Consumer Psychology, Journal of the Academy of Marketing Science, and Journal of Retailing. Professor Roggeveen has won a number of awards for her research and is a frequently cited writer of articles in international marketing, consumer behaviour, research and retail forums and papers.

*"Nepa has three major priorities: continuing developing our ActionHub® applications suite, strengthening our established UK business and kickstarting our newly founded USA business. The ActionHub® allows clients to make decisions that increase sales and profitability by showing the next best action based on analytics of a combination of transaction data and customer feedback data. With professor Roggeveen's analytical knowledge and Simon Hays global network and track record, especially in our key markets the UK the USA, Nepa will take a giant leap towards reaching our goals within those priorities", says P-O Westerlund, Chairman of the nomination committee of Nepa.*

For more information please contact:

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