

# **Guy Pearce**

**Independent Director at Independent Consultant**

Toronto, Canada Area, ON, CA

Ex Bank Board Director and Retail EVP now specializing in Big Data as a precision value generating instrument

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## **Biography**

Guy is Managing Partner at REData Performance Consulting, a Big Data consultancy specializing in Big Data value generation in Banking and Retail, and now also in Healthcare and Insurance. He recently presented his \$100 million big data case study in banking to the Teradata Marketing Summit in LA.

His ability to create tangible business results out of Big Data - most often in a customer-centricity paradigm - are grounded in his visionary and strategic orientation, his emphasis on the powerful role of people (not only of IT and data), and also his senior business experience.

SENIOR EXPERIENCE includes

- \* Director on the Board of Directors of a listed Bank,
- \* Divisional CEO (EVP) of an operating division in a listed multinational Retailer, and
- \* Various board committees - ICT, credit, risk, audit and leadership.

KEY RESULTS include creating over \$200 million in value by data-driven revenue growth, cost reduction and risk mitigation, and by doing business that little bit differently at the customer touchpoint.

THOUGHT LEADERSHIP - has been interviewed by Newsweek for the Davos Special Edition, and has made keynotes on Big Data, BI, CRM, Marketing, Predictive Analytics, Risk and Strategy in Canada, the US, the UK, Asia and Africa. He has appeared on live Canadian TV talking about data privacy and assurance, calling for stronger data governance in this context. He will also be appearing in Ernst & Young's "Reporting" on the topic of Data as an Asset.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Banking, Health Care - Providers, Retail

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## **Areas of Expertise**

Big Data, Marketing, Business Transformation

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## **Affiliations**

Institute of Directors (SA)

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## **Event Appearances**

**Emerging Market SME Turnaround in a Recession: Theory and Practice**  
International Council of Small Business World Conference

**Building B2B Banking Brand Equity where it matters most: A risk and return framework**  
Academy of Marketing International Conference On Brand Management

**Business Banking Transactional, Lending and Savings Product Acquisition Sequences and Rates of Change**  
INFORMS Marketing Science Conference

**Interpreting the BRICs Economic Opportunity as future Corporate, SME and Retail Banking Opportunities in Africa**  
Retail Banking Africa

**How to make \$100 million by leveraging Big Data**  
Teradata Marketing Summit

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## **Education**

**University of South Africa/Universiteit van Suid-Afrika**  
Bachelor of Commerce Economics & Quantitative Management

**University of the Witwatersrand**  
Bachelor of Science Computer Science

**Heriot Watt University (UK)**  
MBA

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## **Accomplishments**

**Business Turnaround in a Global Recession**  
Returning a business to profitability.

Some of the lessons learnt in turnaround were presented to a global audience in Cincinnati OH.

Here is the paper underlying the presentation: <http://sbaer.uca.edu/research/icsb/2010/developmental/173-Emerging%20Market%20SME.pdf>

Here is proof of the results from a project that started in 2008:  
[http://financialresults.co.za/2010/jdgroup\\_ar2010/gr\\_ro\\_new\\_business02.php](http://financialresults.co.za/2010/jdgroup_ar2010/gr_ro_new_business02.php)

### **Big Data value generation of \$100 million**

Using data mining, analytics and insights as part of a Big Data project to generate \$100 million in value for a bank within five months. This was presented as a case study and presented to a global audience. The paper is available on the servers at St Mary's University, NS at <http://www.smu.ca/events/icsb/proceedings/creaj6f.html>

### **Using Business Intelligence to generate value of \$40 million**

Quoted from a press article at <http://www.iweek.co.za/in-the-know/standard-bank-generates-r300m-from-bi>:

A BUSINESS intelligence (BI) strategy implemented by Standard Bank Business Banking could generate up to R1 billion in new business by March next year.

"New business generated is about R300 million, which could increase to about R500 million by the end of the year as a result of recent internal initiatives," he told ITWeb on the sidelines of the Oracle BI City event in Rosebank last week.

### **1230Km Paris Brest Paris**

I cycled the mythical Paris Brest Paris in 2011, 1230Km of non-stop cycling within a time limit of 90 hours. It is the oldest cycling event in the world, having started in 1891, and is held once every four years.

It is a story of commitment, discipline and focus. It is also a story of huge pain, unrelenting mental and physical fatigue, and exhaustion beyond that which most people can comprehend. However, I finished it with 19 minutes to spare - utterly broken, but proud of my accomplishment.

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## **Testimonials**

### **Fahd Ali Akmal**

An energetic, broad mind and visionary professional. I had the pleasure to host Mr. Pearce as keynote speaker at my conference Retail Banking Africa. His insightful presentation had given the audience to the Heads of Retail Banking from Africa's largest banks on the opportunities ahead of the business in the region. I have to say that Mr. Pearce is a great asset for the JD Group and is an excellent visionary in financial sector. Thumbs up to Mr. Pearce and it will always be my pleasure to work with him and host him as a keynote speaker at future conferences

### **Mithun Sundarraj**

Guy was a major hit at Salvo's Inaugural Financial Branding Conference 2011 in Africa. People couldn't stop talking about him for the rest of the event days and thanking us for having him speak at our event. I have to say, I agreed. Guy made a lasting impression

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