

Sean Burton

Founder and lead consultant at Analyt Data and Technology Solutions Ltd.

Newcastle upon Tyne, United Kingdom, , GB

Founder & CEO @ Analyt

Biography

Founder & Lead Consultant (Analyt - Independent Analytics, Data/Technology & UX Consultancy) - Unique blend of wide ranging technical skills in analytics & data with design skills in UX/CX - Nearly 15-years of consulting experience - Passionate about driving customer experience and business value via data & technology Director of Measurement (Seren) - Governance of all things data related: Web Analytics, VoC, Dashboards, ETL, etc. - Passionate about extracting insight and value from data that puts customer experience at the heart of our clients? digital decision making. Head of Analytical Technologies (Seren formally Foviance) - Research, development, and application of cutting edge analytical techniques and technologies - Strategic application of data to drive business value - Data analysis, Insight, and distribution (Dashboards, Visualisations, APIs, etc) Product Manager (Foviance, London) - Part of management team for WebAbacus business unit within Foviance - managed product development and lead numerous implementation projects Technical Consultant (Foviance, London) - Continuation of work at WebAbacus, with a focus on technical consultancy, such as implementation of analytic projects. - Training of end users in Web Analytics and online user behaviour. Client Services Analyst (WebAbacus, London) - Support of end user web analysis. - Training end users in use of the WebAbacus tool. Senior Interactive Designer (EPIC group UK in Brighton) - Design of interactive online systems, including e-learning. - Involved in complete design and build process of Enterprise level CMS. - Intranet design and consultancy (building online communities). - Management of support and development processes. - Analysis of user interaction, and behaviour.

Availability

Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Business Services, Internet, Corporate Training

Areas of Expertise

Conversion Optimisation, Landing Page Optimisation, Search Engine Optimisation, MVT, SQL, Interactive Design, Web Analytics, Survey, Customer Feedback, Data Analysis, User Experience, Customer Experience, Voice of Customer, Tag Management

Affiliations

ABCe, DAA, Digital Union, North-East Chamber of Commerce, Web Analytics Wednesdays, Measure Camp, Gateshead Business

Event Appearances

Data Visualisation Workshop
Measure Camp V

Integrating CRM, Web Analytics, and Voice of Customer Workshop
Measure Camp V

UX & Data: Measuring Experience
Digital Union's UX Day 2014

Education

University of Sussex
BSc Experimental Psychology

Varndean Sixth Form College
A-Level Psychology, Physics, Biology, Gen. Studies

Kings School, Chester
GCSE English Lit., English Lang., Maths, History, Geography, French, Biology, Physics, Chemistry, CDT.

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