

CX-Analytics Key Management / Besancon

J. Adrian Besancon



Adrian Besancon began his career with Meredith Corporation (publishers of Better Homes and Gardens and other titles) in Des Moines, Iowa. There he implemented statistical models for new customer acquisitions, converted the modeling department from a mainframe system to Unix and Oracle and developed a bespoke job control system to manage all program executions and automate the report creation process.

Mr. Besancon moved to Texas in 1996 to work for Associates Corporation of North America as a senior programmer. Subsequent positions included Head of Marketing Execution responsible for the delivery of existing customer marketing programs and Risk Manager for the KeyBank Portfolio with responsibility for the risk management of the portfolio.

In October 2001 Mr. Besancon was recruited by Barclays Bank in the UK to lead the development of a Marketing Execution department to support the introduction of an Information Based Customer Management strategy within Barclaycard, the largest credit card issuer in Europe. He held positions as Head of Marketing Services, Director of Data Management and Analytics for Barclaycard and Head of MI/Analytics for Barclays Bank. His accomplishments included leading the development of execution process that supported a 20 fold increase in marketing activity and reduced execution errors by 98%, standardized management information reporting and account level profitability models, and data quality governance. Mr. Besancon led the selection, negotiations and contracting effort to build world class data warehousing capability (including hardware, software and service provision) for Barclays Bank that will reduce data warehousing development and maintenance costs by up to 50%.

Mr. Besancon led the technology team that was awarded the SAS Enterprise Intelligence Award in 2004, and has spoken at the SAS Forum International Executive Forum on the importance of management analytics and data governance.

Adrian Besancon received his Bachelor of Science in Computer Science from the University of Iowa in 1993. He is married to his wife Rachel and has two children.