

Pro-Chancellor,

Edwina Dunn is a pioneering businesswoman, who revolutionised the retail sector with the launch of Tesco's Clubcard in the early 90s.

Edwina graduated from BU with a degree in Geography and French in 1979. She has fond memories of her time in Bournemouth, particularly swapping her platform shoes for wellington boots to visit rivers and glaciers for geography field trips. She admits to having made the absolute most of the student experience, until her parents "dragged her away" to start work.

In her first graduate role, Edwina applied her geography skills to gather data which helped retailers choose the best sites for their next stores. She quickly rose through the ranks and became the company's youngest ever Vice-President in charge of marketing. Having met her husband Clive Humby at work, the couple left to launch their own data analysis business in 1989.

Edwina and Clive ran the business - called dunnhumby - from their kitchen table, before getting their big break in the form of a pitch for Tesco's first customer loyalty card. In what Edwina refers to as a "perfect moment", the couple were able to show the UK's largest supermarket chain how to use customer data to offer shoppers discounts on the products they bought the most. The scheme was an instant success and dunnhumby grew rapidly - doubling in size every year for the next six years. By the time Edwina and Clive sold their final stake in the company to Tesco, dunnhumby employed more than 1,500 staff and had reached around 350 million customers in 30 countries.

Edwina reflects that while the concepts behind loyalty schemes are simple, they rely on combining raw data with insights that tell stories and predict behaviour. Since selling dunnhumby, Edwina and Clive have gone on to launch Starcount Insights, which analyses social media activity to forecast future trends.

Away from the business, Edwina is a passionate advocate for gender equality and has used her own career as a platform to encourage women into leadership. She has developed a series of resources for use in schools and colleges to help girls fulfil their potential.

Pro-Chancellor, I have the honour to present Edwina Dunn, and I ask you to confer upon her the degree of Doctor of Business Administration, *honoris causa*.