KAREN SNAPE



Job: Data Science and Innovation Director

Company: Jaywing

As Data Science and Innovation Director at Jaywing, I lead the development of cutting-edge data-driven marketing solutions. I'm also the Innovation and People Leader in Jaywing's Accelerator Lab, where I focus on fostering collaboration, mentoring talent, and delivering data-powered strategies that help solve our clients' challenges in practical, impactful ways.

Approachable	Balanced	Curious

The skills I use most in my job... Data science expertise: I lead the development and application of advanced AI predictive models alongside customer insight, data management and visualisation techniques. For example, using our marketing mix model product we centralised and analysed vast datasets for Studio Retail, helping them optimise their channel mix and unlock millions in additional revenue.

- Innovative problem solving: My role involves finding unique solutions to complex client challenges, thinking creatively and pushing boundaries. Using our Attribution solution, we helped ASDA reallocate its marketing spend across digital and offline channels, achieving a 9:1 ROI by identifying areas for reinvestment.
- Leadership and mentorship: I lead a brilliant team of 30 data scientists, and as the People Leader in the Accelerator Lab, I push for a culture that fosters innovation. I also had the privilege of mentoring a cohort of industrial placement students last year; we looked for ambitious and curious individuals studying STEM degrees and put 12 of them through an in-person assessment centre. Initially we'd only planned to hire just two - but we were so impressed we ended up hiring four, two of which were women.

• Strategic thinking: I make sure the data science tools we use actually solve real business problems, focusing on how they can help our clients hit their goals and see clear, measurable results. For example, we helped Center Parcs redesign their customer journey by mixing strategy with insight—using data to predict guests' next best actions and creating tailored communications that brought bookings forward and boosted on-village spend.

• Communication and collaboration: Translating complex data into clear, actionable strategies is a big part of what I do. This needs me to work closely with both my clients but also a wide variety of teams within the agency to make sure everyone's on the same page and pulling in the same direction. I've helped a leading salon chain bring together data from a multitude of different systems to uncover what really drives customer loyalty and spend. By personalising email communications, we increased rebookings, reduced no-shows, and added incremental revenue.

The most interesting thing I've worked on in my career so far... In my 23 years at Jaywing I've been lucky to work with a wide range of clients – from hairdressing to holidays and finance to fashion. I've tackled everything from creating customer insights and segmentation to driving strategies with predictive models and measuring impact through attribution—each project offering something new

What inspired me into digital and tech... It all started with my love for numbers and problem-solving. I've always enjoyed figuring things out, and data science felt like the perfect way to combine my passion for maths with real-world applications. Plus, the tech world is always evolving, which keeps things exciting!

My educational background is...I've always loved maths, so I took it all the way! A teacher inspired me to take an extra statistics GCSE, which eventually led to a Maths degree and an MSc in Statistics. That foundation set me up perfectly for a career in data science, where I get to solve real-world problems.

What advice I'd give to girls thinking about a career in digital and tech... Be curious and embrace learning. There's no limit to what you can achieve. Build confidence in your abilities, seek mentors, and don't be afraid to take on challenges. Remember, communication and storytelling are just as important as technical skills. Diverse perspectives are key to driving innovation in digital and tech.