

IPG Mediabrands



Nigel Foote, Chief Analytics Officer, EMEA

I am an innovative and strategic data leader with 25 years of experience delivering omni-channel and customer-centric data and analytics solutions at speed and scale for major global clients. I currently lead the Analytics Craft across EMEA at IPG Mediabrands, overseeing a 320 strong community of specialists across advanced Audience Analytics, Data Science (MMM/ Experimentation), MarTech/AdTech, Data Management & Visualisation, Performance Analytics and Research & Insight. In the last six months, our work has underpinned over \$450m in new business wins, reflecting both the strength of our solutions and my consultative approach to building senior client confidence in data-driven transformation.



IPG Mediabrands is the media and marketing solutions division of Interpublic Group (NYSE: IPG). IPG Mediabrands manages over \$47 billion in marketing investment globally on behalf of its clients across its full-service agency networks UM, Initiative and Mediahub and through its award-winning specialized business units Healix, KINESSO, MAGNA, Mediabrands Content Studio, Orion Holdings, Rapport, and the IPG Media Lab. IPG Mediabrands clients include many of the world's most recognizable and iconic brands from a broad portfolio of industry sectors including automotive, personal finance, consumer product goods (CPG), pharma, health and wellness, entertainment, financial services, energy, toys and gaming, direct to consumer and e-commerce, retail, hospitality, food and beverage, fashion and beauty. The company employs more than 18,000 diverse marketing communication professionals in more than 130 countries. Learn more at www.ipgmediabrands.com.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

1. Building our Craft and Sub-craft Specialist Communities Across EMEA
2. Client Retention and Growth
3. AI Adoption Delivering Efficiency & Value for Clients
4. Centralise Assets

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Asana, Tableau, Snowflake, Adobe, Acxiom

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

350

WHO DO YOU REPORT TO?

Anant Veeravalli, Global CAO

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

Up to €20 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

AI Adoption Delivering Efficiency & Value for Clients

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

AI focused partners who can offer competitive advantage

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

Q1 2026

WHAT IS YOUR BUDGET FOR THIS PROJECT?

Up to €8 million

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Optimize mobile self-scanning performance and AR-driven shelf management	A
Leverage AI and advanced analytics to help forecast demand accurately, evaluate and pivot in real-time, and fulfill customer demand	B
End 2 end Visibility platform that can track inventory and shipments throughout the entire journey	E
Revolutionizing Retail with POS	B
Onboard new suppliers into a company's supply chain network	E
Real-time Transportation visibility platform	A
AI, analytics, & the Cloud's role in managing supplier risk monitoring & resolution	E
Building an end-to-end warehouse solution to navigate continued supply chain challenges & disruptive forces	A
Enabling the customer experience through technology to create a competitive advantage	D
Automating processes and adding the power of artificial intelligence to nurture customer relationships, add situational awareness to purchase history, and create opportunities to interact with customers regularly	C
Leveraging quantum can lower costs & energy through more efficient routing and improve customer service and speed to market, resulting in performance advantages that can impact marketing claims	D
Using twins allows retail decision-makers to test and validate a complete set of strategies and objectives across teams and make smart decisions to improve the customer experience and maximize profitability	D
Using 3PLs to grow e-commerce & hybrid markets	A
End-to-end warehouse solutions that will boost productivity & help you manage your workforce's warehouse activities in real-time	D
Unlocking the cloud's potential to make strides in pricing & margin management, website & recommendation-engine personalization, loyalty program management, & more	D