

"Organisations have simple needs - To engage more customers, more often, more profitably - the insight that supports this should be equally simple."



Phil is passionate about making things happen in business.

He helps organisations to understand how they can apply and shape data and insight to better inform the way they do business. Phil is a senior insight and marketing professional with over 20 years' industry experience. He delivers insight led communications covering the full spectrum of strategy through to execution of integrated programs. Phil gained his experience at blue chip, top CRM and direct marketing organisations.

His philosophy is to simplify and de-clutter business challenges so that insight truly informs decisions. He focusses on stripping back what is needed to activate and help businesses make 'it happen' in their environments.

His belief is: 'It's about doing what is right for the business at that moment in time; whilst steering towards a clearly defined end vision. Too often insight is treated as a disparate entity to the things that need to be done rather than being integral to how people work.'

It is this belief that led Phil to co-found Treehouse Analytics with James de Souza. They recognised that for too long businesses' approach to their data and insight strategy had primarily focused on the technical and tool components of insight - missing out on key elements that enable the delivery of '**shared knowledge**' across companies which can be activated in people's day to day roles.

Phil's experience as a business lead in insight and communications, plus his open minded and collaborative approach, enable him to consult, co-locate and coach clients to optimise what they already have and take them on the journey to where they need to be.

<https://www.linkedin.com/in/phil-carpenter-960a8615/>