

Meet the facilitator

Richard Harris, Account Director, Certus Solutions

A seasoned data driven marketing & analytics professional, Richard Harris has spent 19 years helping businesses enhance their data driven strategies and marketing campaigns. As the Managing Director for ADMA IQ, Richard was responsible for helping provide solutions to help Australian businesses build the data & analytics skills of the future. Richard is a passionate advocate for the use of data to drive customer experience and helping businesses unlock the value from their data assets and ensuring data is well managed and governed appropriately. Richard has a Master's in Marketing Management from Macquarie University's Graduate School of Management and lives in the Blue Mountains of Sydney.