



James Dutton
Managing Director
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James is the Managing Director and Principal Consultant of Insightr Consulting, a company specialising in helping organisations optimise their digital marketing expenditure. Insightr was founded to provide measurement and optimisation strategies for businesses looking to improve their competitive edge through marketing strategies that improve shareholder and customer value.

James brings over a decade of global marketing optimization experience, from working for advertising agencies in London, Singapore and New York. This has provided a unique perspective into how different companies have adopted differing strategies in response to customer and business needs.

Most recently, James spent 2 years as Partner and Director of Web Analytics for Ogilvy North America based out of New York where he set-up a digital analytics and optimization consulting team for US and global clients including SAP, Kodak, Time Warner Cable, Kraft, Unilever and TD Ameritrade. During his tenure with Ogilvy, James generated multi-million dollar returns on marketing investments for his clients

Prior to Ogilvy, James spent 4 years in Singapore where he led and built an Asia wide analytics consulting practice specializing in digital analytics and research for XM Asia (part of JWT) as Director of Analytics. James and his team were responsible for ensuring that client projects were results driven and profitable.

Before the move to Asia, James worked for AKQA London where he was responsible for the development of a proprietary ad-serving and analytics platform known as AKQA Analyst. This was the UK's first commercial holistic digital analytics platform capable of analysis of multi-channel campaigns from display and search to website analytics and behavioural retargeting. While at AKQA, James led a team responsible for the ongoing analysis and optimization of multiple ecommerce clients including Sainsbury's, Orange and Jo Malone.

James holds a BA(hons) degree in Town Planning, with a Post Graduate Diploma in European Planning and Economics. Outside of work James is an avid cook, and enjoys travelling to explore local cuisines to bring back home.