



Sarah Bailey
Data Manager

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Overview

Based at the Northampton Office, Sarah is the firm's Data Manager and member of the Accounts team.

Experience

Sarah is responsible for the capture, assembly and use of data, both internally and for business development, and ensures this is accurate and maintained regularly, to keep as up to date and relevant as possible. Sarah has a background in working with customer and client data in the loyalty marketing industry, and has over 20 years' experience in working with Operational Processes in a regulated environment. Working in the Accounts team, Sarah provides support to colleagues, looking for efficiencies and improvements in BAU activity, as well as aiding smooth transitions related to change management, and the implementation of best practice.

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