Daniel Payne promoted to Chief Digital Officer at Thatcham Research

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Daniel Payne appointed to new Chief Digital Officer role

In a move that reflects the strategic importance of Data in Thatcham Research's day to day business and long term ambitions, Daniel Payne has been promoted from 1 December to the newly created position of Chief Digital Officer.

Daniel reports to Peter Shaw, Thatcham Research's chief executive and will lead a new data enterprise function which, alongside existing responsibilities of IT and Software Development, will focus on three key areas:

- Developing a new **Data Strategy** to future proof business effectiveness and research
- Working with key partners such as the Motor Insurance Bureau (MIB) on **Data Integration and Interface** to seamlessly integrate industry data to deliver more impactful research to Members
- And **Information Security** to ensure on-going compliance with continuously improving industry recognised standards

"This appointment reflects the fact that Data is the lifeblood of great research, and we have to maintain the highest standards of security and control despite the complex and dynamic nature of data that powers our unique research" comments Peter Shaw, Thatcham Research's chief executive. "Daniel is a data and systems expert, and brings considerable experience matched to great leadership skills which is an ideal combination for this important role."

Thatcham Research has a vital role to play in the digital engineering revolution that is delivering automated cars with complex systems and structures to the UK car park. The flow of data from Manufacturers, Insurers and other stakeholders will underpin the accurate Motor Insurance ratings system that Thatcham Research delivers to the market on behalf of the Association of British Insurers.

Daniel comments:"Having headed up our product development teams for the past three years and delivering key projects, such as, the complete replacement of our repair research systems and, most recently, the release of our instant integrated helpline and our new global data web services, I'm looking forward to now shaping Thatcham Research to embrace the challenges of an ever increasing data rich world. As Chief Digital Officer I will be responsible for ensuring this happens, and I can't wait to get going."

Since 2013, Daniel has been Head of Development where he has been responsible for leading an internal transformation project to drive greater efficiency, integrating Thatcham Research's web-services with a global US software solution provider – Solera/Audatex, and delivering the rollout of the escribe online web platform within Australian and New Zealand territories.

Thatcham Research is the independent voice of automotive safety & repair, advising motorists, insurers and vehicle manufacturers to help reduce

accident frequency, severity and costs and to realise the vision of 'Safer cars, fewer crashes'.

As well as its world leading crash and track research, Thatcham Research tests and accredits crash repair parts, vehicle repair technicians, and a number of other products and services within the collision repair industry for insurers, motor manufacturers, equipment manufacturers and suppliers.

A founder member of the international Research Council for Automobile Repairs (RCAR), Thatcham Research has also been a member of the European New Car Assessment Programme (Euro NCAP) since 2004.

Contacts

James Smith
Press Contact
Head Of Communications
comms@thatcham.org
01635 293101
07990 706146

Tom Flisher
Press Contact
PR Manager
comms@thatcham.org
01635868855
07876 755615

Kate Bailey
Press Contact
Communications Executive
PR & Communication
comms@thatcham.org
+44 7384 830 461

Francesca Turton
Press Contact
PR Executive
PR & Communication
comms@thatcham.org
+44 7943 848 528