

### *Short Biography*

Dr Tim Denison BSc MSc PhD MCIM, FRSA  
Director of Knowledge Management,  
Retail Psychologist  
Synovate Retail Performance

Tim is a regular commentator, broadcaster and conference speaker on retail matters, particularly related to behavioural issues.

Trained formally as a social scientist and a marketer, Tim has worked for Synovate Retail Performance (formerly SPSL) since it was set up over 14 years ago, and is now regarded as one of the nation's leading retail psychologists. His primary role is in helping retailers to understand better how their customers shop their stores and why they behave the way that they do, using Synovate's unique set of measurement and research tools. Before joining Synovate, Tim managed the Institute for Advanced Research in Marketing at Cranfield School of Management, where he specialised in retail and branding issues, working on key research and policy initiatives on behalf of organisations such as the European Commission, BP and BT.