

Sam Mackay

Modelling of public services to help organisations unlock the power in data & make informed & cost effective decisions.

sam@apteligen.co.uk

Summary

I apply my slightly geeky love of number and spreadsheets with a pragmatic approach which is focused on the outcomes that my clients need to achieve. I help organisations to make sure they have the right information, and support them in knowing how to use this to make better decisions.

Working primarily with public sector organisations, I support clients with a diverse range of challenges but with a focus on helping them to understand the needs of the populations they serve, and how they can meet these needs and ensure the services are effective and delivered in a way which offers best value for money.

With a background in maths I am analytically minded and experienced in turning the information that clients already have, or that I create, into information that is accessible and meaningful for the challenges they face.

Specialties

- Scenario modelling;
 - Capacity and needs analysis;
 - Data analysis;
 - Evaluation and impact assessment
 - Operational research;
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Experience

Director at apteligen ltd

December 2010 - Present (2 years 1 month)

At Apteligen, we get excited by information. We are interested in how it can be applied more intelligently to inform better management and decision making. We help others recognise its limitations, but more importantly to find ways that push the boundaries of their understanding. Our purpose is to support public sector organisations analyse and interpret information in ways which enables them to solve a variety of problems.

Through the use of structured analytical methods and innovative ways of presenting results, combined with techniques which facilitate meaningful engagement and consensus building with partners and stakeholders, we bring a pragmatic approach which enables us to develop practical solutions jointly with our clients.

We see information as a journey. From identifying the right information to solve the right problem; through to deciding what action to take and monitoring the impact. We can help

Principal Analyst at The Matrix Knowledge Group

March 2005 - January 2011 (5 years 11 months)

2 recommendations available upon request

Business Modelling Consultant at Royal Mail

October 2000 - March 2004 (3 years 6 months)

Projects

Statistical and qualitative analysis of the Evimp2 results

2008 to 2008

Members: Sam Mackay, Benedicte Akre, Mariell Juhlin, Matthew Coxon

Skills & Expertise

Scenario modelling

Operational research

Impact Assessment

Capacity Planning

Business Modeling

Financial Modeling

Cost Models

Management Consulting

Demand Forecasting

Analytics

Data Analysis

Needs Analysis

Needs assessments

Survey Design

Survey Analysis and Reporting

Evaluation

Excel

SPSS

Access

VBA

Operations Research

Education

University of Kent

MSc, Management Science, 1999 - 2000

University of Kent

BSc, Mathematics and Management Science, 1996 - 1999

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2 people have recommended Sam

"Sam is a dedicated and passionate analyst, who I worked for when I was at the Matrix Knowledge Group. She was excellent at planning and delivering any type of analysis required for the client and she ensured that it was what was right for them and was done to the highest possible standard. Additionally, she spent time training me which I very grateful for as it was a great help to the development of my career. I would thoroughly recommend Sam to anyone."

— **Tom Hitchins**, *Analyst, Matrix Knowledge Group*, reported to Sam at The Matrix Knowledge Group

"Sam has a very strong analytical mind and a readiness to help and support on both projects and business development opportunities on short notice. I very much enjoy working with her."

— **Mariell Juhlin**, *Director and Partner, The Matrix Knowledge Group*, worked with Sam at The Matrix Knowledge Group

[Contact Sam on LinkedIn](#)