Harry Touche

Associate Director, Deloitte London, UK 11 years in CDP & MarTech consulting

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I lead enterprise customer data programmes end to end. In my current role, that's **1B+ personalised experiences** [1] and **£10m+ saved** [1] in ad spend.

1B+	£10m+	4x	30+
personalised experiences across 10+ channels [1]	reduction in advertising spend [1]	conversion uplift on key customer journeys [1]	practitioners led in cross-functional teams [2]

1 MarTech Multisolution Architect, Leading UK Package Holiday Operator, Sep 2023 – Present **2** Across my Deloitte career overall

Summary

Eleven years at Deloitte, from business analyst to Associate Director leading a £15m+ customer data engagement. I pair hands-on depth across Adobe Experience Cloud and CDPs with building teams that clients can keep running without us.

Selected work

Deloitte
Sep 2015 – Present

MarTech Multisolution Architect

Leading UK Package Holiday Operator · Sep 2023 – Present

Unified data from 10+ sources in Adobe Real-Time CDP and AJO, delivering 1B+ personalised experiences, a 4x conversion uplift and £10m+ lower ad spend.

Winning work: Joined a £15m+ engagement at discovery and drove repeated contract extensions and follow-on work.

Technical delivery: Lead the CDP and activation workstream, from architecture oversight to hands-on design reviews and debugging. Implemented Adobe Real-Time CDP, AJO and AEM Assets, with segmentation, suppression and decisioning logic behind a 33% larger addressable audience and 8x more re-engaged customers.

Team building: Appointed the project manager and technical leads, upskilled a UK and Italy team on the Adobe platform, and mentored practitioners into lead delivery and design-review roles.

Analytics Leader

Major UK Grocery Retailer with Delivery Service · Feb 2021 – Jul 2022

Found the analytics was fundamentally broken, won the mandate to rebuild it, and grew the team from 2 to 8–10.

Joined a 2-person analytics team supporting a grocery delivery product and scaled to 8–10 Deloitte practitioners within 12 months. Diagnosed a critical issue: the existing analytics implementation was fundamentally broken, so no report could be trusted. Successfully escalated to the executive sponsor and secured mandate to rebuild from the ground up. Led an 18-month implementation of a new analytics platform and migration to the latest version, including design and deployment of a proprietary *value tree* framework, a data lineage and attribution model enabling business teams to understand metric dependencies and ownership at a granular level.

Actively coached team members in technical skills (dashboarding, data warehouse, tag management) and presentation delivery, deliberately rotating stakeholder-facing responsibilities to build client-facing capability. At engagement close, the client hired 5 practitioners to take over the team, continuing the work independently with high confidence.

Earlier roles

Personalisation & Tech Domain Leader
Luxury Destination Development Client · Sep – Dec 2025 · **Part-time, alongside the holiday operator engagement**

Career break Apr – Sep 2023

Analytics & Data Collection Lead
Government Digital Agency · Aug 2022 – Apr 2023

Adobe Technical Lead
Fintech Accelerator & Platform Provider · Nov 2018 – Nov 2020

Technical BA, Tag Management & Audience Activation
Major UK Gaming & Betting Operator · Feb 2018 – Nov 2018

Business Analyst, Analytics
Global Premium Appliance Brand · Jul 2016 – Jan 2018

Business Analyst, Data Governance
Major Global Banking Institution · Sep 2015 – Jun 2016

Summer Placement, Customer Analytics & UX
Deloitte Digital · Aug – Oct 2014

Skills

CAPABILITIES & DELIVERY

CDP Strategy, Data Governance, Digital Analytics, Personalisation, Solution Architecture, Stakeholder Management, Team Leadership, Value Realisation

AI & DEVELOPMENT

Agentic Workflows, AI Governance, AI-Assisted Delivery, Claude Code, Cloudflare, Copilot, Docker, Gemini, Git, JavaScript, MCP Servers, Python, SQL

MARTECH & ANALYTICS

Adobe Analytics, Adobe Audience Manager, Adobe Campaign Classic, Adobe Experience Manager, Adobe Experience Platform, Adobe Journey Optimiser, Adobe Launch, Adobe Real-Time CDP, Adobe Target, Alteryx, Google Analytics, Google BigQuery, Google Looker Studio, Google Tag Manager, Tableau

Credentials

Certifications

Adobe Certified Expert, Real-Time Customer Data Platform

Adobe Certified Expert, Adobe Journey Optimiser

BCS International Diploma in Solution Development

BCS International Diploma in Business Analysis

Awards

2019 Deloitte Adobe Analytics Practitioner of the Year: internal recognition for technical expertise

2020 Adobe Practice Impact Award: recognition of measurable client business impact through Adobe solutions

2020 MCA Young Consultant of the Year Finalist: external consulting industry recognition

Education & languages

MPhys Physics (2:1), University of Oxford 2011 – 2015

Schooling, Eton College 2005 – 2010

English Native **French** Socially proficient **Spanish** Socially proficient