Transcript

Title: Vaughan Ryan (Alumni Impact Awards 2023)
Creator: Swinburne University of Technology
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Vaughan Ryan (Alumni Impact Awards 2023). Technology Innovation Impact Award Finalist.

NARRATOR: Vaughan Ryan is an expert in eCommerce and omni-shopping, especially in the area of fast moving consumer goods. For more than 20 years, he has worked with one of the world's leading consumer intelligence companies, Nielsen IQ.

Vaughan is passionate about helping businesses succeed in the fast growing digital commerce world by understanding what their customers want and desire. Throughout his career, he has guided manufacturers and retailers across the Asia Pacific region, Europe, the United States of America, and Canada to develop, go to market strategies for Ecommerce and traditional face to face retailing. Giving them a complete picture of the ever fragmenting retail environment.

A big part of Vaughan 's work is finding business partners to work with on new forms of technology, to gather data from web scraping and crowd sourcing through to ereceipts and other techniques. Vaughan's work at the intersection of people and technology and his proven track record, helping companies embrace new technologies to achieve positive business outcomes, makes him a highly respected industry leader.

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