

GENERATION

RESEARCH

PROFESSOR ALEX SERET TO JOIN GENERATION RESEARCH

As communicated a few months ago to the Travel Retail Industry, Generation Research has been intensively collaborating with Professor Alex Seret to analyze and improve the current structure and methodologies supporting Generation's massive database and product offerings. The project that started in June 2016 is about to be finalized beginning of 2017. Based on the results obtained during this first project, Generation Research is now hiring Professor Seret as a Managing and Technical Director, starting 21 November 2016 when he will arrive in Örnsköldsvik, Sweden.

Seret has a Ph.D. in Decision Science from KU Leuven University and is a member of leading international research networks in both technical and applied aspects of data analytics. Combining this expertise with his Masters in Information Management, Professor Seret has already applied his skills to companies coming from industries such as retail, finance, telecommunication and healthcare by helping them to manage and monetize their data sources. Challenged by the needs of the Travel Industry and driven by best practices coming from both academic and business worlds, Seret decided to accept this role by reducing his activities as Professor and researcher at the University of Los Andes in Santiago, Chile, while keeping his network and collaboration with different leading international research centers.

Generation Research CEO Fredrik Lindh comments. "Professor Alex Seret is unique in the way that he is extremely experienced and well connected in the academic world. He is technically skilled and at the same time extraordinary business oriented. Seret is a recognized expert in analyzing and monetizing data in ultra-complex environments and he brings a wealth of experience in business analytics, data science and quantitative marketing to our already unique offer. Today there are multiple sources and massive amounts of data available for all stake holders in the travel retail industry. Now, with the expertise of Alex, we will benefit a lot internally and at the same time better be able to assist our clients to organize and analyze these sources of data, to make decisions more data driven and actionable.

Professor Alex Seret Comments. "I want to bring a new momentum to Generation and to the Travel Retail Industry. This Industry has a unique potential and is at a key moment of its technological evolution. The specificities of current practices and challenges make it difficult for outsiders to enter, understand and impact this industry. For this reason, I believe that the solution should come from inside and Generation Research's unique position, staff and products are the perfect foundations for a new momentum. I wish to make Generation Research an example to follow in the industry while serving as an innovation center allowing the different actors to connect with global best practices in data science."

For further information, please contact:

CEO Fredrik Lindh at fredrik.lindh@generation.se or

Prof. Alex Seret at alex.seret@generation.se