



## Stuart Taylor

Vice President of Business Insights and Analytics  
Kum & Go

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After spending five years in data products and consulting in the electric and gas utility industries, Stuart moved to Nielsen where he spent over 20 years in various roles including custom analytics, client management and analytical application development. These roles allowed Stuart and his family to live in different parts of the US and to serve client needs around the world. He did leave Nielsen for a stint to lead the Insights department for Kimberly-Clark's North Atlantic Consumer Products division, a role that oversaw consumer research, shopper insights, marketplace analytics and various analytical capabilities, including ground-breaking work in virtual reality research for consumer products, specifically in the shopper insights practice. Stuart now leads the Business Insights and Analytics group for Kum & Go, a privately held convenience chain based in Des Moines, IA. In this role Stuart oversees custom research, business analytics and analytics specific to Kum & Go's real estate strategies, in addition to the supporting data and architecture needs that support this work.