

## **Database Marketing Experts Eric Rossi and Brad Warmerdam Join Intalytics**

Ann Arbor, MI (July 11, 2017) – Intalytics is pleased to announce that Eric Rossi and Brad Warmerdam have joined the organization as leaders of its marketing services team. In their roles, Mr. Rossi and Mr. Warmerdam will lead the team focused on the development of customized marketing analytics solutions while also providing consultative support to clients.

“We are very excited to welcome Eric and Brad to the Intalytics team” said Jonathan Wilson, Principal at Intalytics. “They collectively possess decades of experience in marketing, and each have spent considerable time developing and deploying solutions across the various industries that we support. Eric and Brad will be instrumental in leading the ongoing build out of our marketing services suite of solutions, all while leveraging their expertise to deliver robust marketing-focused analytics and insights to our clients.”

“Intalytics is viewed as a go-to provider of consumer insights and advanced applications to clients spanning a variety of market sectors,” says Mr. Rossi. “Analytics is one of the pillars of marketing that is often ignored. I look forward to building on the cutting-edge marketing services capabilities that Intalytics provides, enhancing our clients’ abilities to continually learn, test, measure and refine their marketing strategies to provide the highest return on each client’s marketing investment.”

“Intalytics offers a unique combination of consumer analytics expertise, revolutionary data sources, and genuine interest in the success of each client,” says Mr. Warmerdam. “It is our mission to provide proactive advisement to our clients, offering true thought leadership with respect to achieving marketing objectives.”

Mr. Rossi possesses over 20 years of experience in database marketing and analytics. Prior to joining Intalytics, he led Segment and Acquisition Marketing at EECU Credit Union. Previously, Eric held a variety of leadership roles at companies including A.H. Belo, Buxton, and RadioShack. Mr. Rossi holds a B.S. in Psychology with a minor in Sociology from Virginia Commonwealth University.

Mr. Warmerdam brings more than 10 years of database management and marketing experience to the team. Prior to joining Intalytics, he served as co-founder and principal at ITBI Solutions. Previously, Brad held management roles at companies including MoneyGram and Buxton. Mr. Warmerdam holds a B.S. in Computer Information Systems from Tarleton State University.

### **About Intalytics**

Intalytics (<http://intalytics.com>) provides world-class predictive analytics tools, technologies, and consulting to restaurants, retailers, financial institutions, healthcare providers, service organizations, and private equity firms that are seeking location-centric insights. Founded in 2007 by four leading practitioners in the field of predictive analytics, Intalytics leverages cutting edge modeling techniques, third-party datasets, and web-based analytical tools to deliver innovative, accurate and actionable real estate and marketing solutions.