

## **Intalytics' Announces Hiring of Kelly Sims as Director of Marketing**

**Ann Arbor, MI (January 24, 2018)** – [Intalytics](#) is pleased to announce that [Kelly Sims](#) has joined the organization as Director of Marketing. In this role, she will lead Intalytics' marketing endeavors and future strategic direction.

"We are very pleased to have Kelly Sims on board to lead our marketing efforts," said Dave Huntoon, President of Intalytics. "The combination of Kelly's experience and work ethic will help us to communicate with existing and potential clients and partners more effectively."

"Intalytics has an excellent reputation in the spatial analytics industry. The company prides itself on staying ahead of the curve by implementing the latest data and technologies. Combine this with their customer-centric focus, and you can see why they have so many loyal clients." says Ms. Sims. "Intalytics' story needs telling, and I feel privileged to be a part of the continued growth of such a fantastic company."

Kelly brings over 15 years of diverse experience in telecommunications, wireless technology, and software organizations including leadership roles in analytics and marketing. She began her career as a GIS analyst at Buxton and Verizon. Later, Kelly transitioned into a strategic marketing role at Verizon Wireless. Most recently, she worked for Sage, an accounting software company, with a primary focus on providing an excellent customer experience to their start-up and small business customers.

Ms. Sims received a Bachelor's of Science in Geography and GIS from the University of North Texas and an MBA from the Centenary University of New Jersey. She also a certified Project Management Professional (PMP).

### **About Intalytics**

[Intalytics](#) provides world-class predictive analytics tools, technologies, and consulting to restaurants, retailers, financial institutions, healthcare providers, service organizations, and private equity firms 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.

### **MEDIA CONTACT**

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