

## Intalytics Welcomes Jim Sellers as Senior Director of Marketing Services

**Ann Arbor, MI (June 4, 2019)** – [Intalytics](#) is pleased to announce that Jim Sellers has joined its growing team as Senior Director of Marketing Services. In this role, Mr. Sellers will be responsible for leading Intalytics' expanding line of cutting-edge customer analytics and marketing solutions to help clients find, grow, and keep their most valuable customers.

"We are delighted to have Jim on board as we continue to expand our offerings in the marketing services space," said Jonathan Wilson, Intalytics Principal. "Jim brings a deep reservoir of data-driven marketing experience on both the client and agency sides. He has led the implementation of hundreds of marketing campaigns based on advanced analytics, setting multiple corporate records for return on investment for great companies such as FedEx and FedEx Office. His experience, combined with a sharp sense for what it takes to help companies advance their marketing capabilities in practical ways, make him the perfect fit to lead Intalytics' marketing practice."

"It's not just Intalytics' strong culture of putting their clients first and their dedication to being trusted advisors that attracted me to this role. I'm excited by Intalytics' unique business model of pooling massive data sets to identify previously hidden consumer and behavioral insights that lead to disruptive marketing opportunities. Intalytics leadership, analysts, modelers, researchers, and account managers are world class", says Mr. Sellers. "I'm thrilled to be joining a team that's committed to doing whatever it takes to advance their client's business results."

Jim brings more than 20 years of marketing, business development, and leadership experience to Intalytics. His industry background includes retail, restaurant, business services, healthcare, CPG, and financial services. Prior to joining Intalytics, Jim was Director, Client Insights at Service Management Group, a leader in customer experience research and consulting, helping clients identify operational practices that improved comp sales and traffic. Previously, Jim was SVP Marketing Services for the Buxton Company, and held a number of senior marketing roles at FedEx and FedEx Office, leading the national promotions and local marketing teams.

Mr. Sellers received a Bachelor of Arts in English from Southern Methodist University, and an MBA in marketing, strategy, and organizational behavior from the Kellogg School of Management at Northwestern. He, his wife Elizabeth, and his two yellow Labradors Lewis and Clark all reside in Prairie Village, KS.

### 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

[Intalytics](#)

Kelly Sims

Director, Marketing

[Kelly.sims@intalytics.com](mailto:Kelly.sims@intalytics.com)

734.623.7710