

## **Intalytics' Announces Hiring of Bill McKeogh as Director of Client Services**

**Ann Arbor, MI (October 10, 2019)** – [Intalytics](#) is pleased to announce that [Bill McKeogh](#) has joined the organization as a Director of Client Services. In this role, he will enhance Intalytics' capabilities for delivering premier real estate and marketing analytics solutions.

"We are very pleased to have Bill on board, bringing his considerable experience and industry insights to our analytic team" said [Dave Huntoon](#), Managing Director of Intalytics. "Bill's background brings a unique combination of analytic depth and real-world application that will strongly benefit our existing and prospective clients. "

"There is so much to admire about this organization, from unrivaled experience to their seemingly effortless ability to adapt in a rapidly evolving industry" said Bill McKeogh. Above all, their culture of unwavering commitment to client success is second to none. Needless to say, I am thrilled to be joining the Intalytics team."

In his most recent role as a Principal Consultant, Bill assisted clients with the development and application of spatial analytic solutions for optimizing physical store networks, forecasting performance, and targeting in-profile customers. His experience crosses multiple industries including retail, restaurant, healthcare, telecommunication, and public sector on behalf of clients in North America, Europe, and the Middle East.

Bill brings over 15 years of experience after starting his career as an analyst at Thompson Associates. Bill holds a Bachelor of Science (Social Science/Geography) degree from Michigan State University.

### **[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.

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