Mark Gregoire
Phone: 860.488.4430
mgregoire@mindstreamanalytics.com

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MindStream Analytics Announces
New VP of Business Analytics & Optimization

BOSTON, MA – MindStream Analytics, a leading Enterprise Performance Management consulting and managed services firm focused on helping clients improve business understanding and decision making, is proud to announce Robert Dayton as the new member of the firm.

Dayton has 20 years of experience in analytics, data science, innovation, management consulting, business development and leadership. He has held executive leadership roles as President of interRel Consulting, VP of Sales and Marketing at Kerdock (acquired by Perficient) and Partner at WPP. Dayton was notably one of the first dedicated Essbase implementation consultants in the world and started implementing OLAP solutions for major energy customers in '94. He is comfortable in both technology and business strategy discussions, zeroing in on bringing extreme business value to his customers.

Dayton began his career as an engineer with Halliburton and then worked for Computer Associates, Comshare, Hyperion Solutions and The Hackett Group. He holds a Master's degree in Business Administration from Southern Methodist University and a Bachelor of Science in Petroleum Engineering.

"We are honored to have Bob as our new Executive Vice President in Business Analytics and Optimization," says Alex Ladd, Senior Partner of MindStream Analytics. "His many years of experiences and exceptional leadership abilities will greatly help expand MindStream's services worldwide."

For more information on the MindStream Analytics, please visit www.MindStreamAnalytics.com.

ABOUT MINDSTREAM ANALYTICS
MindStream Analytics is a leading consulting firm focused on helping clients improve business understanding and decision making. With years of experience in the Business Intelligence and Performance Management arena, MindStream can help you face the challenges of Big Data through streaming analytics, mobile strategy, and next generation tools. MindStream's services range from software selection to full implementation services. Need an effort-free approach? MindStream has a global managed services offering that lets you run all your applications in the cloud. We at MindStream believe that the power of technology, combined with best practices, gives our customers better results. Join us on our social media pages for latest news and updates, upcoming events, and free webinars.

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