

Presentation: Thursday, October 18th

PSM Speaker Series

Analytics using public data: lead generation examples

Speaker: Drew Fones, MS, MBA

Date: Thursday, October 18

Time: 12:15pm—1:15pm

Location: Technology 160

Learn how:

- Data from hundreds of open sources is aggregated and compiled
- Overlaying of customer data provides a basis for analysis
- Creation of models for both cross-sell and external leads is done
- Visualization of the results provides executives with specific strategies
- Text analytics is used to target business decision makers

About the Speaker:

Drew Fones is an accomplished analytics leader, skilled in translating opportunities directly to business results. With 20+ years of global experience, he uses data to uncover trends which provides visibility, enabling meaningful collaboration with firms and clients.

He joined **rel8ed.to Analytics** as Managing Director, Consulting in 2017.

Follow his informative Blog here:

<http://www.rel8ed.to/blog>



About the Firm:

rel8ed.to utilizes open, public, and alternative data about small and medium size enterprises and their owners to deliver actionable analytics, using advanced machine learning algorithms. The processed data covers all business categories and is aligned with the Harvard/US Commerce Department Cluster Mapping protocol for emerging industry segments. Data includes business registration, location and contact, government contract, neighborhood demographic/psychographic, sentiment/rating/social media segments, and more.

rel8ed.to reporting spans all of Canada (3+ million businesses), with growing coverage of US companies and a goal to index all US small businesses by the end of 2018. The Downtown Buffalo office opened September 2018, with a rapidly expanding US presence.

PSM Speakers Series contact:

Diane Marra, M.A.
Coordinator, PSM Programs
marradj@buffalostate.edu
716-878-5295

dataanalytics.buffalostate.edu

Joaquin Carbonara, Ph.D.
Professor & SUNY PSM Consortium Director
carbonjo@buffalostate.edu
716-878-6423
pacm.buffalostate.edu