

## IIA Announces New Executive Appointment

IIA positions itself for continued growth to help organizations compete on analytics

Portland, Ore. (June 6, 2019) – [The International Institute for Analytics](#) (IIA), the leading independent research and advisory firm focused exclusively on helping clients improve their analytics performance, today announced that Drew Smith will join IIA as Executive Director of IIA’s growing Analytics Leadership Consortium (ALC).

With close to 20 years of experience, Drew has worked on both the business side of analytics, leveraging insights for business performance, and on the delivery side of analytics driving the use of enterprise analytics. Before joining IIA, he led the data analytics and governance team at IKEA’s global headquarters in Europe. Prior to that role, he made heavy use of analytics in various leadership roles across the IKEA value chain in both the United States and Europe. He credits his business success largely to his early and avid adoption of analytics to help drive his decisions and is passionate about helping other organizations do the same.

“As IIA continues to help global organizations grow their analytics performance, it only makes sense to have someone like Drew join our team,” said CEO Jack Phillips. “IIA is quickly becoming the global leader in defining what high performance means when it comes to data and analytics capabilities. Based on IIA’s continued growth path, and our clients’ needs, Drew will be a critical asset in supporting our initiatives.”

IIA’s Analytics Leadership Consortium, is a dynamic, rigorous and focused program which enables analytics executives to develop their company’s analytical capabilities by developing strong relationships with peers in a confidential setting. The cohorts of are comprised of non-competing companies to enable strong relationships, access to new perspectives and open dialogue. Smith will be leading current cohorts and future cohorts in their development.

### About IIA

[The International Institute for Analytics \(IIA\)](#) is an independent, unbiased research and advisory firm for organizations accelerating their business through analytics. IIA works across global enterprises to support increasing their analytics performance. IIA drives



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analytics growth with their Analytics Experts, the Analytics Maturity Assessment, an extensive research library with documented best practices, webinars and events. For more information about IIA, and how you can become a member, visit

<http://www.iianalytics.com>

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