



Why SmartCurrent?

We make data valuable

ABOUT US

Founded in 2012 by noted author and analytics expert Judah Phillips, the firm provides strategic data and analytics consulting services to senior executives tasked with transforming their businesses with data and analytics.

In 2017, Digital Analytics Association Founder Andrew Edwards joined as Managing Director.

We embrace a targeted, agile, director-driven approach that keeps the focus on delivering value with data.



Actionable data is our business

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YOU'RE BEING ASKED TO DELIVER ON THE PROMISE OF DIGITAL TRANSFORMATION

With the ability to measure almost everything your customers touch, it can be hard to determine what matters most—and which data will yield the most insight.

Some questions you might be asking yourself:

- What marketing channels are performing?
- What do my customers look like and how do I find similar audiences?
- How can I integrate *and trust* all the data we're collecting?
- Where am I finding efficiencies within my data infrastructure?
- How can I consistently drive value from the data I am collecting?

SmartCurrent's Offerings:

- Digital Strategy and Assessment Roadmap
- Technology Evaluation, Selection and Implementation
- Data Visualization and Visual Analytics
- Advanced Analysis and Data Science Services
- Executive Advisory Guidance and Support

*SmartCurrent has the experience to
help you deliver more value with
your data*

SmartCurrent's Experience:

Judah Phillips is an award-winning consultant, a frequent public speaker and the author of three industry-defining books about data, analytics and digital transformation. He has worked with some of the most senior teams at some of the world's largest organizations to execute digital transformation. Judah's expertise in data and digital transformation is widely recognized within the industry.

Andrew Edwards brings over 20 years of industry experience to the firm, having co-founded the Digital Analytics Association, pioneered the concept of Convergence Analytics, and authored a futurist book about global digital transformation. He has worked with F500 senior executives at companies in consumer packaged goods, media, real estate, insurance, pharmaceuticals and non-profits.