

Scott Friend to Speak on Building Disruptive New Companies Based on Analytics at Columbia Business School Center for Pricing and Revenue Management

Bain Capital Ventures Managing Director will discuss his experiences as an entrepreneur and investor in analytics-driven companies such as ProfitLogic and Nomis Solutions.

San Bruno, CA – January 23, 2014 – As co-founder and President of ProfitLogic, Scott Friend is intimately familiar with the transformative power of advanced analytics. ProfitLogic was the leader in retail analytics and price optimization solutions, with clients such as American Eagle Outfitters, Bloomingdale's, JC Penney, Nordstrom, and Toys R Us. Mr. Friend will discuss his experiences as an entrepreneur and investor in analytics-driven companies on February 5th at 6pm at the Columbia Business School in New York City. Anyone interested in attending can visit the registration page (insert link: https://groups.gsb.columbia.edu/CPRM/rsvp?club=CPRM&event_uid=0650912e-508c-11e3-a08e-00259064d38a&utm_source=January+2014+Newsletter&utm_campaign=CPRM+2014-001&utm_medium=email).

The use of business analytics is at the core of many successful startups. Mr. Friend will discuss his experiences as an entrepreneur and investor in analytics-driven companies. He will give his perspective on what it takes to succeed as an analytics-driven startup and what investors such as Bain Capital look for in funding such startups.

Mr. Friend joined Bain Capital Ventures in 2006 after selling ProfitLogic to Oracle. At Bain Capital Ventures, Mr. Friend sits on the board of another fast-growing (insert link to year-end growth announcement) company that uses advanced analytics and big data—Nomis Solutions (insert link to home page). Nomis combines a big data platform with advanced analytics, innovative technology, and tailored business processes to help the world's largest banks understand their customers and improve operational performance throughout the customer acquisition and portfolio management processes.

Prior to Bain Capital Ventures, Mr. Friend was Chairman of the Executive Advisory Board and VP of Marketing & Science for Oracle Retail. He has been recognized for his groundbreaking work in the retail industry and was named the 2005 Ernst & Young "Entrepreneur of the Year Award" in New England, one of Chain Store Age's "40 Under 40" most influential executives in the retail industry in 2004, and received the Extended Retail Industry "Lifetime Achievement Award" in 2006. Mr. Friend received an MBA, with distinction, from Harvard Business School and a BA, magna cum laude, in Electrical Engineering and Economics from Brown University.

Banks that are interested in learning how to leverage big data and advanced analytics for pricing and portfolio management are encouraged to attend the [2014 Nomis Forum](#), scheduled for May 28-29, 2014 in Half Moon Bay, CA.

About Nomis Solutions

Nomis Solutions provides best-in-class pricing and profitability technology for financial services companies. By combining a big data platform with advanced analytics, innovative technology, and tailored business processes, the Pricing and Profitability Management™ Suite delivers quick time-to-benefit, and improves financial and operational performance throughout the customer acquisition and portfolio management processes. With experience working on over 50 implementations in banking and

finance, Nomis Solutions customers have optimized over \$600 billion in banking transactions and generated over \$600 million in incremental profits.

Headquartered in San Bruno, CA, Nomis Solutions also has offices in Toronto and London. Visit www.nomissolutions.com or contact us at info@nomissolutions.com or 1-650-588-9800 or +44 0207 812 7251.

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