

IIA Strengthens Leadership Team

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

Portland, Ore. (June 12, 2018) – [The International Institute for Analytics \(IIA\)](#), the leading independent research and advisory firm focused exclusively on helping clients improve their analytics performance, today announced the addition of three seasoned professionals to the leadership team. Kathy Koontz is the newly appointed Executive Director of IIA's growing Analytics Leadership Consortium (ALC), Linzie Reynolds VanWieringen joins the company as Director of Marketing, and Andy Walter is the newest member of IIA's advisory board.

With more than 20 years of experience in the analytics space, Kathy Koontz has developed the strategy, implemented the technology and leveraged the power of data and analytics to create sustainable competitive advantage in organizations ranging from Fortune 100 to non-profits. Before joining IIA, she was the Practice Director-Customer Journey at Teradata and served as Associate Vice President of Customer Analytics at Nationwide Insurance. As Executive Director of ALC, Kathy will work with analytics executives from high-performing, data-driven enterprises to further improve their capabilities.

Linzie Reynolds VanWieringen is an accomplished marketing leader with both agency and in-house experience, who has helped implement marketing strategy into manufacturing, automotive and technology companies. Most recently she worked at Opus Agency and Urban Airship in Portland, Oregon focused on marketing events and lead generation. Linzie will oversee marketing strategy execution for IIA, with an initial focus on demand generation and lead management, customer understanding, and positioning.

Andy Walter brings to IIA extensive leadership experience from his 26+ year career at Procter & Gamble and now work across industries. In addition to his business technology leadership, Andy designed and led the industry-leading Business Intelligence / Analytics journey across P&G. Along with leadership positions on numerous boards, he continues to keep a pulse on the evolution of data science and analytics across industries. Andy will be a strategic advisor to IIA and a member of our Expert Network.

“Enterprises of all shapes and sizes are understanding that investment in data and analytics capabilities is not optional,” said CEO and Co-Founder Jack Phillips. “IIA is now the global leader in defining what high performance means when it comes to data and analytics capabilities. Based on IIA's continued growth path, I'm excited to be adding three highly capable executives to our organization in three critical areas.”

IIA experienced 45% year-over-year top line growth in 2017, with 90+% renewal rates among existing customer accounts, and impressive new customer acquisition. Q1 2018 showed continued growth, with quarter-over-quarter bookings growth of 67%.

About IIA

The [International Institute for Analytics \(IIA\)](#) is an independent research and advisory firm for organizations committed to accelerating their business through the power of analytics. Co-founded by Tom Davenport and CEO Jack Phillips, IIA works across a breadth of industries to uncover actionable insights from its global network of analytics practitioners, industry experts and faculty. IIA's research clients gain access to on-demand consulting, an extensive research library, executive roundtables, and expert network of practitioners. IIA also provides analytics assessments and training services designed to optimize performance in the new data economy. For more information about IIA, its services and how you can become a member visit <http://www.iianalytics.com>

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