

## Chris Basanta Joins Intalytics

Date: September 1, 2010

Intalytics, a retail real estate consulting firm, announced today that Chris Basanta had joined the company.

Chris Basanta has been performing location and market research on behalf of retailers, service providers, financial institutions and restaurants for more than 15 years. Chris began his career with the Detroit-based regional planning agency SEMCOG, the Southeast Michigan Council of Governments. In 1995, he joined Thompson Associates (acquired by MapInfo in 2003), and has worked in all aspects of site location research. His project experience includes both consultative engagements and the design of turn-key systems, including, but not limited to the development of sales forecasting databases and tools, and GIS-based forecasting and optimization systems. In addition, Chris has worked as a Director of Client Services for Pitney Bowes Business Insight (formerly MapInfo) and as Pitney Bowes Business Insight's National Sales Director for Predictive Analytics.

Chris holds a Bachelor of Science degree in Environmental Conservation with an emphasis in Water Resource Management from the University of New Hampshire. In addition, Chris holds a Master of Science Degree in Geography with an emphasis in Geographic Information Systems from Eastern Michigan University.

“We are very fortunate to have the opportunity to work with Chris,” said Dave Huntoon, Principal at Intalytics. “Chris has significant experience working in the predictive analytics field, and is an outstanding addition to our team.”

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### **ABOUT INTALYTICS**

Intalytics ([www.intalytics.com](http://www.intalytics.com)) is a consulting practice that combines extensive real-world experience with contemporary analytical tools in order to effectively be a trusted advisor to its clients regarding real estate-oriented solutions, direction, and advice. The principals of Intalytics each have more than 30 years experience in retail location research and consulting. The company works with a wide range of retail, restaurant, and service clients including The Home Depot, The North Face, PGA Tour Superstores, TD Bank, Chipotle, Pollo Tropical, and Taco Cabana.