

## Cameron Steele Joins Intalytics

Date: December 27, 2010

Intalytics, the nation's largest real estate consulting firm dedicated to helping retailers, restaurants and service providers develop optimal real estate deployment strategies, announced today that Cameron Steele had joined the company as a Senior Solutions Engineer.

Cameron Steele's most recent experience was with Buxton as a Senior Analyst. During his tenure at Buxton, Cameron managed a wide range of projects on behalf of retail, health care and services clients including geo-spatial modeling, customer profiling, and targeted marketing prospecting as well as leading design and development efforts for custom spatial analytics applications. He is also an award winning user of the Alteryx spatial analysis software system, as demonstrated by his top finishes at the Alteryx Grand Prix competitions in both 2009 and 2010. Prior to his tenure with Buxton, Cameron worked for Sungard Higher Education and Metroplex Finishing. His educational background includes a Bachelor of Science from the University of North Texas, with a major in Economics and a minor in International Studies.

"Cameron is a very strong addition to the Intalytics statistical modeling team," said Jonathan Wilson, Principal at Intalytics. "In addition, he has a deep understanding of the Alteryx spatial analysis system which will be of significant value to our clients."

Cameron's contact information is:

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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.