

FOR IMMEDIATE RELEASE

CONTACT:

JW DeWitt Business Communications

John DeWitt
(978) 544-1918

Jon Lavietes
(415) 572-4408

john@jwdewitt.com

jlavietes@jwdewitt.com

Boston Analytics Bolsters Executive Leadership

*Kimberlee Luce, Charles Cooney and Sam Thomas to further Develop
Biopharmaceutical, Healthcare and Financial Services Practices*

BOSTON, Mass., (PRWeb) October 9, 2007 – Customized knowledge services company Boston Analytics announced today the hiring of three new management team members, Vice President Kimberlee Luce, Advisor Dr. Charles Cooney, and Director Dr. Sam Thomas. Luce will co-head the firm's new biopharmaceutical and healthcare practice under Cooney's guidance, while Thomas will enhance the firm's world-class financial services offerings.

Dr. Sam Thomas brings to his role as Director of the firm's Financial Services and Corporate Finance advisory practices decades of experience – both as a finance professor at Case Western Reserve University and as an investment science research practitioner and consultant. He will be responsible for developing and enhancing each division's products and services, which already feature the proven Knowledge Crystallizer™ and Knowledge Accelerator™. He will apply years of success in developing financial products and guiding the corporate finance and investment strategies of major corporations according to macroeconomic cycles and current academic research. Thomas has served as a senior research fellow at the Advest Institute, the MONY-Securities Institute and the AXA Institute, and has won six single-winner teaching excellence awards as a member of the banking and finance faculty at Case Western Reserve's Weatherhead School of Management. Thomas holds M.A. and Ph.D. degrees in finance from the Wharton School of the University of Pennsylvania, an MBA from the College of William and Mary, and an M.A. degree (Honors) in economics from the Birla Institute of Technology and Science.

“Core research staff at financial services firms are overwhelmed by the increasing amount of data they need to wade through and convert into actionable knowledge about companies and markets they cover,” said Thomas. “Boston Analytics is ahead of the curve in seizing the opportunity to serve as a partner to these firms, and to corporations needing sophisticated knowledge services that support strategic decision making.”

For the past 15 years, Kimberlee Luce has served in research and consulting capacities, strengthening healthcare companies’ market positions through market sizing, market segmentation, new product design, new market entry, database development and product launch initiatives. She most recently served as a principal consultant in the Healthcare Business Research and Consulting Practice of Abt Associates.

“Boston Analytics has made significant inroads in transforming a wide array of structured and unstructured information into actionable market knowledge for pharmaceutical, healthcare and biotech companies,” said Luce. “I am very excited to join an up-and-coming company like this. Boston Analytics’ innovative researchers and analysts have a proven track record of delivering powerful knowledge support to some of the most successful and influential companies in the world.”

Dr. Charles L. Cooney has joined the Boston Analytics Advisory Board to guide the firm’s new biopharmaceutical and healthcare practice. Dr. Cooney is a professor at the Massachusetts Institute of Technology’s Department of Chemical Engineering and has served in various academic and business roles in the biochemical and pharmaceutical industries over the past 40 years. He is the Faculty Director of the Deshpande Center for Technological Innovation, Co-Director of the Program on the Pharmaceutical Industry (POPI) and a consultant to a number of biotech and pharmaceutical companies. Cooney sits on boards of directors for Genzyme, BioProcessors, and Biocon, Ltd. (India), was a member of the BP Technical Advisory Council from 2001-2007, and chaired the FDA Advisory Committee for Pharmaceutical Science from 2004-2006. An avid mountain climber who has scaled Ama Dablam and Denali, his advisory role will help take Boston Analytics’ biochemical, healthcare, and pharmaceutical market services to new heights.

“Boston Analytics has established a firm identity turning dispersed data into knowledge that guides organizations to business innovation,” said Rashid Bilimoria, CEO and Co-Founder, Boston Analytics. “Our rapid growth has put us at a point where we can expand the depth and breadth of these services to provide an unparalleled wealth of business research and analytics. These new additions to our team will help lead this charge.”

About Boston Analytics

Boston Analytics provides its corporate, consulting and financial clients the most current, accurate, and actionable research and analytics – so they can be first to uncover and exploit opportunities. The firm’s work powers knowledge processes and enables effective decisions at all levels of our clients’ businesses. Boston Analytics brings together leading analytical minds worldwide, delivers a robust offering of knowledge services, and works as genuine partners.

Boston Analytics delivers enterprise-wide knowledge advantage by providing fully customized knowledge services as well as flexible, preconfigured knowledge products and repositories. All knowledge services and products are tailored to meet the specific needs of corporations, consulting companies, and financial services firms.

Boston Analytics is headquartered in Boston with offices in New York, London, and Mumbai. More information can be found at www.bostonanalytics.com.

#