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Boston Analytics Names Max Senechal COO

CRA International Veteran to Help Manage Rapid Growth of Knowledge Services Firm

BOSTON, Mass., (PRWeb) March 21, 2008 – Customized knowledge services company Boston Analytics today announced that Max Senechal has joined its executive team as chief operating officer. In this role, Senechal will help Boston Analytics scale its operations to handle rapid growth while maintaining operational continuity and preserving its spirit of innovation.

Senechal previously served as a vice president for Boston-based CRA International where he facilitated business strategy development, operation improvement projects, due diligence projects and post-merger integration for multinational companies based in Europe, North America and Asia. Prior to his tenure at CRA, he was with consultancy Arthur D. Little based in the U.S. and France. He will spearhead Boston Analytics' two-year growth plan that includes the cultivation of a workforce consisting of 1,000 high-end researchers and analytical support staff members located across several continents, including North America and India, that will support the banking industry and private sector. He will also be responsible for the firm's long-term IPO planning and execution strategy.

“After many years of managing growth for firms from the perspective of an established consultancy, I'm looking forward to developing a rising company from within,” said Senechal. “Boston Analytics is ahead of the curve in that it incorporates multiple cultures into one innovative business model rather than simply looking at emerging nations as a tactical resource for operations.”

In a related move, Boston Analytics Co-Founder Ted Thorbjornsen has been named chief analytical officer. In this role, Thorbjornsen will focus on pioneering new research analytics

products and services that can be applied to the firm's core industry segments, including financial services, healthcare, energy, technology, automotive and telecommunications.

“With the recent expansion of the firm's healthcare practice and the steady growth of its core business research and financial analytics services, Boston Analytics is growing rapidly,” said Boston Analytics CEO and Co-Founder Rashid Bilimoria. “Max Senechal's background is ideal for helping our firm meet its expansion goals while maintaining the continuity and coordination of our 24/7 operations between our core U.S., Europe and India offices.”

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.

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