

ADVANCED ANALYTICAL CONSULTING GROUP

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Advanced Analytical Consulting Group (AACG) Expands Its Strategy and Operations Consulting Capabilities

Stephen Nyquist joins AACG as Principal

January 20, 2010 – Advanced Analytical Consulting Group, Inc. (AACG), an economic, statistical, and computing consulting firm, is pleased to announce the addition of Stephen Nyquist as principal within the Strategy and Operations practice.

Prior to joining AACG, Mr. Nyquist held senior positions at Deloitte Consulting, Toyota Motor Sales, and Ford Motor Company. Within Deloitte Consulting’s Strategy and Operations practice, Mr. Nyquist drove the development of its integrated pricing and profitability management practice within several industries.

Mr. Nyquist has advised the C-suites of Fortune 500 companies on pricing and profitability management strategies derived from detailed, large-scale data analysis. He has developed and managed projects that enhanced profitability and improved performance in a number of industries throughout the Americas and Europe.

“Stephen brings a wealth of industry and consulting experience which will be leveraged to expand our Strategy and Operations capabilities,” said AACG founder Dr. Daniel Levy. “With Stephen’s strategic expertise, our [Pricing and Profitability Optimization](#) offering will continue to grow and provide practical strategies for our clients that enhance business performance. At AACG, our pricing product uses vast amounts of data and analysis to drive strategic decisions. Stephen’s leadership in this area is very valuable to our clients.”

About AACG's [Pricing and Profitability Optimization](#) product

By analyzing historical data on purchase and use patterns, price sensitivity, discounts and promotions, loyalty programs, and more, AACG’s Pricing and Profitability Optimization product allows managers to understand the factors that drive their customers’ purchases and willingness to pay higher prices. It also identifies how promotions and loyalty initiatives can alter demand behavior and determine optimal pricing and incentives for every customer and every transaction. This fact-based, scientific approach can stem and reverse margin losses, and even enable price increases. AACG’s Pricing and Profitability Optimization is designed to quickly identify and deliver value to businesses of every size.

About Advanced Analytical Consulting Group, Inc.

Founded by former Senior Managers and national leadership of the Economics and Statistical Consulting Group of Deloitte's Financial Advisory Services in 2009, AACG provides economic, statistical, and computing consulting for business decisions and litigation. AACG assists business clients with strategic and operational consulting based on in-depth quantitative analysis of corporate data and the client's position in the market. AACG provides expert testimony, support for academic experts, and assistance in identifying the right expert from academic and business settings. From offices in Boston and San Francisco, AACG currently serves clients in Canada, Mexico, the UAE, the U.K. and the U.S. For more information, visit www.AACG.com.