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Customer Advocate and User Adoption Evangelist François Ross joins eCapital Advisors

New role will leverage his 24 year history of helping businesses
consume and utilize data in meaningful ways

Minneapolis, Minnesota, USA, February 15, 2018, eCapital Advisors LLC, one of the nation's largest advanced analytics and performance management firms has announced that François Ross has joined eCapital as a Director of Analytic Solutions.

François joins eCapital with over 24 years' experience managing software sales and delivery of business analytics and information management solutions, with a specialization in SaaS based analytics and data exploration solutions. He has been a key thought leader within the IBM Cognos community.

"We are very excited to tap François' skill set to better serve the eCapital prospect and customer base," said eCapital Partner, Lisa David. "In particular, his experience helping company's conceptualize and visualize the potential of advanced analytics and big data software solutions in their environments will be a significant value add."

Prior to joining eCapital, François helped to build successful partner models for a variety of organizations, including Ernst and Young. He has a BA in Computer Science from Montreal's Maisonneuve College. Ross resides in Southern California.

About eCapital Advisors™ LLC

eCapital Advisors is one of the nation's largest performance management and business analytics firms. Since 2001, eCapital has enabled clients including Post Cereals, Bunzl Distribution, Cabela's, Anheuser-Busch, Northwestern University and hundreds of others to make better business decisions through their high level software solutions and services. eCapital is also one of IBM's largest resellers of analytics software in North America. The company has been frequently recognized with numerous awards including *Inc.* magazine's 5000 fastest growing companies. eCapital Advisors is privately held and headquartered in Minneapolis, Minnesota. For more information visit us at <http://www.ecapitaladvisors.com>.

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