

ADVANCED ANALYTICAL CONSULTING GROUP

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Advanced Analytical Consulting Group (AACG) Expands Capabilities in Pricing and Profitability Management

Karthik Padmanabhan joins AACG as Senior Manager

December 14, 2009 – Advanced Analytical Consulting Group, Inc. (AACG), an economic, statistical and computing consulting firm, announced expansion of its Strategy and Operations practice. [Karthik Padmanabhan](#), an experienced consultant specializing in pricing and profit optimization, has joined AACG as a Senior Manager.

Mr. Padmanabhan has used his consulting experience and background in engineering, banking and venture capital to help clients in multiple industries, including manufacturing, distribution, healthcare, chemical, and consumer goods. He focuses on pricing and profitability optimization, helping clients to understand their internal data to quickly identify competitive opportunities that improve profitability.

“Karthik has a valuable set of skills and insights drawn from his broad experience in industry and consulting. At AACG, he will expand our [Pricing and Profitability Optimization](#) offering. Our pricing product combines a client’s internal sales data with competitive insights to create a data-driven decision engine that maximizes profitability through optimal pricing and lowered costs,” said AACG founder [Dr. Daniel Levy](#). “Our clients place tremendous value in Karthik’s ability to study their operations, gather and interpret business data, identify opportunities and deliver savings worth millions of dollars in as little as eight to ten weeks.”

Previously, Mr. Padmanabhan was a Director with GenXL, a San Francisco venture capital firm focused on identifying, developing and accelerating intellectual property to create investment-ready companies. Prior to that, he was part of the Strategy and Operations practice at Deloitte Consulting LLP. Mr. Padmanabhan holds an M.B.A in finance and strategic management from Indiana University and an M.S. in industrial engineering from The Pennsylvania State University.

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.