



Media Contact: Amy McNeil Anderson
aanderson@ecapitaladvisors.com
952-215-3553

Paige Petersen joins eCapital Advisors

A veteran of both IBM and Oracle, Petersen offers a unique skill set to help eCapital clients and prospects navigate Analytics solutions for their organizations

Minneapolis, Minnesota, USA, July 12, 2017, eCapital Advisors LLC, one of the nation's largest performance management and business analytics firms has announced that Paige (Poyer) Petersen has joined eCapital as a Director of Business Development.

Paige joins eCapital with over seven years' experience selling transformational software solutions. Her focus will be on partnering with clients to understand their business goals and objectives, in turn providing strategic direction to identify the appropriate solutions and roadmaps to accomplish them.

"We partnered with Paige while she worked at IBM over the last couple of years and we are very excited to bring her expertise and enthusiasm to eCapital and our customers," said Matt Frederick, Partner at eCapital. "Paige's understanding of the challenges companies are facing today and her rich understanding of the power Analytics can bring to an organization make her a great fit for eCapital."

Paige was most recently at IBM where she was an Account Executive for their Analytics suite of solutions including Cognos, SPSS, TM1/Planning Analytics and Watson Analytics. Prior to her time at IBM, Paige spent four years at Oracle Corporation where she worked with enterprise retail accounts selling Oracle's ERP suite of products. Paige will be based out of eCapital's Minneapolis headquarters.

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>.

###