



Veteran Marketing Sciences Leader to Join Dextro Analytics

Toronto, Canada – February 5, 2016 — [Dextro Analytics](#), a global analytics and decision engineering company, announced today that it has appointed [Dr. Gary Edwards](#) as its Advisor and Head of Decision Engineering. A veteran corporate executive and seasoned data scientist with over two decades of experience in senior executive leadership roles, Dr. Edwards is going to play a pivotal role in developing insights with real business impact for Dextro clients.

“For the past 25 years I have been dedicated to a mission of improving the lives of people by advancing the science of decision making while embracing technologies that improve customer experiences and engage workplaces,” Dr. Edwards stated. “I am excited to extend my experience and provide leadership to Dextro’s mission of helping clients leap from insight to foresight through state of the art data analytics and evidence based executive decision making.”

“Companies need to elevate their decision-making. The inherent assumption that data is rational can create blind spots for them. The bottom line is, data alone is not enough. That is why my co-founder Ajith Govind and I are thrilled to leverage Gary’s talent and thought leadership in helping clients make use of both human and artificial intelligence in decision making”, said Manmit Shrimali, Founder and CEO of Dextro Analytics.

Dr. Edwards’ appointment is effective immediately.

About Dextro Analytics

Dextro analytics helps organizations to make better marketing and operational decisions. We enable companies to leap from insight to foresight by providing differentiating analytics, reasoning and real-time learning of the marketplace. Dextro Analytics integrates artificial intelligence with multiple connected algorithms to understand customers in an unprecedented way. The company was founded late 2015 with offices in the U.S., Canada, and India. For further information, visit www.dextroanalytics.com.

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