



Terry Flood, 2011 CRN CEO of the Year Joins SimaFore LLC Management Team

ANN ARBOR, MI, July 1, 2013 /EINPresswire.com/ -- SimaFore welcomes Terry Flood to their management team. Mr. Flood was previously CEO of Logicalis, Inc., an internationally recognized enterprise solution provider.

SimaFore, an Ann Arbor, MI-based [custom software app development](#) and consulting group focused on analytics, announces that Terry Flood joins its management team.

Mr. Flood has 30 years of experience in finance and technology solutions. He has worked in the software industry as well as the management consulting industry. Most recently, as CEO of Logicalis, Inc., he led the company through multiple acquisitions and other growth initiatives that positioned it as one of the largest and most respected enterprise solution providers in North America. In 2011, CRN (www.CRN.com) selected him as the industry CEO of the year.

"We are very excited to welcome Mr. Flood to our group. His vast business experience in the technology and consulting areas will add great momentum to our growth, by allowing us to build critical channel partnerships and penetrate the midsize markets in addition to our current focus on [small business](#)", points out Dr. Bala Deshpande, Founder of SimaFore. "Our core mission at SimaFore is to democratize business analytics, which is to make advanced analytics technologies affordable for any business that needs to build decision making capabilities using data".

"As a CPA and former-CFO/CEO, I have had first-hand experience with the need to understand and derive value from exponentially increasing business data", commented Terry Flood. "I am very impressed with Dr. Deshpande and the SimaFore team and was immediately attracted to their business focus on the three A's – Analytics that are Affordable and Accessible. [Insightful analytics](#) don't need to break the bank. By combining open source software tools with intuitive interfaces and visualizations, SimaFore's experienced industry consultants turn data overload into the actionable observations that businesses need to be successful in this competitive economy."

About SimaFore

SimaFore was founded by a team of analytics experts with the explicit goal of giving small and medium-sized enterprises the right analysis tools for their business problems so that they can draw valuable information from their data. SimaFore focuses on supporting analysts with a series of easy-to-use learning resources. At the same time, enterprises or consumers of the

analyses are provided with a growing number of easy-to-implement analysis solutions. SimaFore develops custom-made web and mobile applications for analysis, and also offers training courses and consulting services for business analytics. Further information can be found at: <http://www.simafore.com/>

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