



4i's Dr. Eugene Roytburg to Introduce Growth & Foresight Analytics at Predictive Analytics World

Foresight analytics presentation uncovers strategies to identify, capture and sustain future growth

DEERFIELD, IL, USA, June 11, 2014 /EINPresswire.com/ -- Dr. Eugene Roytburg, Managing Partner at [4i](#), will lead the "Lunch and Learn" session from 12:05 p.m. to 1:30 p.m. on day one of the Predictive Analytics World conference, Tuesday June 17 in Chicago. In his highly anticipated "Growth and [Foresight Analytics](#)" presentation, Dr. Roytburg presents his audience with an inside look at how 4i has enabled clients to capture and sustain growth through its proven foresight analytics approach.

Dr. Roytburg's presentation will focus on utilizing strategic foresight to enable better decision making through forward looking [growth strategies](#). "The world is changing, and the world of the past will not be the world of the future" said Dr. Roytburg, "Therefore, it is imperative to incorporate future trends, drivers and uncertainty when developing strategies to capture growth in the future."

Dr. Roytburg's popular mid-day session will present insights on how foresight analytics can help uncover future growth opportunities, get a handle on future demand, and develop a successful growth strategy to enhance shareholder value. "We'll look at the specifics of how companies using these specific foresight analytics techniques drive bigger, and more consistent wins."

The three-day event, held at the Hyatt Regency McCormick Place, features some of the top predictive analytics experts, practitioners, authors and thought leaders, giving attendees a direct look at how some of the biggest companies have succeeded – and failed – with predictive modeling. Dr. Roytburg's session will offer insight into some of the most useful and impactful strategies designed to deliver bottom-line results to the enterprise through the use of strategic foresight analytics.

"During our session, we will delve deeper into the ecosystem of analytics, going beyond the process itself to look at the underlying reasons that drive the need for analytics," said Dr. Roytburg. "While any business can benefit from getting a better handle on what the future holds, our goal is to understand more specifically what the company's needs may be, what should be improved, and achieving measurable results and successful growth strategies. The foresight analytics process not only improves existing revenue streams, it also uncovers new opportunities – and this powerful combination is what drives a company's success."

Space for the Lunch and Learn session is limited, attendees are encouraged to attend from the beginning at 12:05 to ensure a seat, and take full advantage of this lively, interactive mid-day session.

About 4i

4i's forward-looking growth and foresight analytics-driven approach helps clients uncover future growth opportunities, size future demand, develop successful growth strategies, and identify new innovations to succeed in tomorrow's marketplace. The company's growth and foresight analytics have been proven over time to deliver more predictable and sustainable results that help clients realize unparalleled growth opportunities. For more information on 4i, please visit <http://www.4iconsult.com> or contact Eugene Roytburg, Managing Partner at 630)640-3496.

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