

# Media Alert: Kenandy Participating in PROFORMATIVE Business Analytics Webinar

REDWOOD CITY, CALIFORNIA, USA, October 3, 2017 /EINPresswire.com/ -- [Kenandy](#), a cloud enterprise resource planning (ERP) solution built natively on the Salesforce platform, will be participating in the upcoming [PROFORMATIVE webinar](#) titled “Predictive Business Analytics - Building Capabilities: The Recipe for Impacting Performance” on Oct. 10, 2017. Kenandy Chief Marketing Officer Marie Jackson will be one of the speakers on the webinar panel.



## What:

Businesses today are expected to possess the talent, tools, processes, and capabilities to enable their organizations to implement and utilize predictive business analytics. Companies are using analytics to gain forward-looking insight to drive business decisions that improve outcomes and achieve desired operating results.

This free webinar, sponsored by Kenandy, will explore how companies are extracting the data for forecasting and performance and putting it into use across the organization. Topics to be covered during the discussion include:

How companies are aligning process and technology to combine historical and real-time data into what-if scenarios and risk-adjusted forecasts using artificial intelligence

How these scenarios and forecasts improve both financial and operational performance

How placing intuitive statistical analysis into the hands of every company manager and stakeholder sharpens decision-making across the enterprise and break down data silos

## Who:

Marie Jackson, Chief Marketing Officer, Kenandy

Marie Amoruso Jackson brings over 20 years of global marketing leadership and operations experience, which drives demand generation metrics, revenue growth, brand awareness and digital expertise to her role as Chief Marketing Officer at Kenandy. Prior to joining Kenandy, Jackson was Chief Marketing Officer for Retail Solutions, a big data analytics company in the retail space.

Before joining Retail Solutions, she was EVP Marketing for Live Ops, a cloud contact center. She has served in a variety of marketing and business development positions in start-ups to large public enterprises including Apple Computer, Edify, Intervoice and Good Technology.

Larry Maisel, President, DecisionVu Group, Inc.

Larry Maisel is President of DecisionVu Group, Inc., a management consultancy specializing in Corporate Performance Management, Financial Management, and IT Value Management.

Maisel has extensive industry experiences with global organizations including MetLife, Chase, GE, Boeing, Ford, and many other Global 1000 industrial and financial service companies. Larry has held senior executive positions at PeopleSoft, and as Executive Partner in Charge of KPMG Consulting's

Strategy and Financial Management Consulting Practice. Larry co-created with Drs. Kaplan and Norton, the Balanced Scorecard Approach. He is an accomplished author, and his most recent book is “Predictive Business Analytics – Forward-looking Capabilities to Improve Business Performance” published by John Wiley & Sons.

Moderated by: Jess Bozzo, Content Manager, Argyle Executive Forum

Jess is the Content Manager for Argyle Executive Forum’s growing CFO virtual division. In her current role, Jess is responsible for the creation and implementation of virtual event themes, overviews, and working with speakers and partners to create engaging and timely content. Prior to joining Argyle, Jess got her start in audience development and marketing with NewBay Media. A graduate of Gettysburg College, and a New Jersey native, Jess currently resides in Hoboken.

When:

Tuesday, Oct. 10 at 2-3 p.m. ET

Where:

To register for the event, [here](#).

For more information about the event or Kenandy, contact [pr@kenandy](mailto:pr@kenandy).

About Kenandy, Inc.

Kenandy’s Cloud ERP on Salesforce empowers business innovation. Kenandy has redefined enterprise resource planning by allowing customers to map their ERP to their existing business processes. Kenandy is dedicated to giving companies the freedom to innovate products, services, operations and relationships with Cloud ERP that is flexible and ready for growth. Unlike traditional ERP systems, Kenandy provides an end-to-end Cloud ERP in 150 Business Ready Objects™, not thousands of tables. Now you can, with Kenandy. [www.Kenandy.com](http://www.Kenandy.com)

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