

MarketShare Partners Enlists Former Wal-Mart CIO to Focus on Roll-Out of Advanced Analytic Software for Marketing ROI

Jun 12, 2010

“MSP has built the world’s most advanced models for 22 of the Fortune 50, and Ashwin is the perfect addition to help create easy to use, actionable and scalable analytic tools for our clients and strategic partners”, states Wes Nichols, Co-Founder and Managing Partner of MarketShare Partners.

A native of India, Ashwin earned a Master’s degree in Industrial Engineering and Management from NITIE, Bombay, and a Bachelor’s degree in Mechanical Engineering from the Bangalore University. He is accredited with both a CPIM and CIRM by the American Production and Inventory Control Society, and a CSP and CISA by the Institute for the Certification of Computer Professionals. Ashwin is a regularly invited speaker at UC Berkeley, UCLA and UCI, speaking on topics that relate to Technology and Strategy.