

## **Managing Director at Firmenich joined the Board of Directors of DataInfoCom**

*By DataInfoCom*

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*Asit Patel, a Managing Director at Firmenich (India), has joined the Board of Directors of DataInfoCom Inc.*

Toronto, Canada - Asit Patel, a Managing Director at Firmenich (India), has joined the Board of Directors of DataInfoCom, a company whose patent-pending technologies enable large corporations to predict the future of their core processes and key initiatives. The same technologies from DataInfoCom also help these corporations avoid upcoming problems and benefit from upcoming opportunities. Firmenich is a \$2.5 billion, privately held, Consumer Goods company, which is headquartered in Switzerland.

Asit has been in the Consumer Goods industry for the past 30 years, both as an entrepreneur and an executive. He has been a buyer and a supplier; an owner and a manager; in sales and in purchasing. Currently he runs Firmenich's Indian operations; he is also responsible for Firmenich's supply chain and purchasing in India. Asit took over a fledgling family business at a young age and developed it into a successful corporation over a period of 20 years before forming a Joint Venture with Firmenich in 1997 and agreeing to stay on and lead Firmenich's mandates in India.

"For decades, around the globe, I have seen corporations react to events that have already transpired - that was, and unfortunately still is, the norm for most business processes and initiatives. I have also experienced how companies underutilize their data assets and revert to 'gut based' decisions as a natural instinct. When I met the DataInfoCom folks a few of years ago, they claimed their innovations can provide ongoing predictive visibility, along with actionable decisions to take advantage of this knowledge of the future - I was intrigued and cautiously optimistic. Over the past couple of years I have observed DataInfoCom successfully implement these technologies for global processes at 'Fortune 50' customers. So, when Atanu asked me to join the Board of Directors to help the company transition to its next stage of maturation, I was enthused to sign on", said Asit.

"We are really glad to have Asit join us on the Board. He brings a complementary set of expertise and experience to our Board of Directors and Advisors - his perspectives, ones that comes from a proven track record, both as an entrepreneur and as an executive, will be an asset to DataInfoCom's upcoming growth", says Dick Hunter, Chairman of the Board, DataInfoCom.

"Asit is an entrepreneur and a practitioner - he has experienced things from both sides of the coin. What we are going through now, he has gone through before; his guidance during this growth phase is helping us do what our technologies do for our customers - drive, looking forward", says Atanu Basu, CEO & President, DataInfoCom.

Asit studied Engineering from the University of Wisconsin and completed the Owner/President Management Program (OPM) from Harvard Business School. He lives in Mumbai, India.

About DataInfoCom Inc.

DataInfoCom is a software company with patent-pending technologies to help large companies predict and preempt upcoming issues for their ongoing business processes and key initiatives. The same technologies

can also be used to predict and benefit from upcoming opportunities.

DataInfoCom's software not only predicts the future (what + when + why), but also makes recommendations (how) to take advantage of these predictions. DataInfoCom lets Global Fortune 1000 corporations run their large processes (and initiatives), looking forward, and not in the rearview mirror.

DataInfoCom has successfully implemented its technologies for two of the most recognized corporations in the world, both "Fortune 50" companies, for several of their core processes (Contact Centers, Field Service, Retail Operations, Market Intelligence, etc.). All of DataInfoCom's deployments are 'reference-able'. DataInfoCom currently has operations in Ontario, Canada, Texas, USA, and Kolkata, India.

For more information on DataInfoCom, please visit our Website: <http://www.datainfocom.com>

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