

David Stanford

Data Practice Lead



Based in Toronto, Ontario, Canada

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Areas of Focus & Expertise

- **Business Intelligence**
- **Data Warehousing**
- **Business Analytics**

I am a results-oriented leader with a breadth of knowledge in both business intelligence and IT management. With a career spanning over 35 years, I understand a wide range of business practices and effectively translate them into robust business models. I have a unique appreciation for the needs of clients and effectively drive services and strategy to exceed expectations.

Prior to joining Avantage as the Data Practice Lead, I co-founded multiple IT consulting service companies and worked with multi-national organizations including Rogers Media, Nestle Purina and Toronto's Centre for Addiction and Mental Health. I am an expert in data warehousing, business intelligence and business analytics, and have extensive familiarity with each phase in the dimensional lifecycle.

In addition to data warehousing and business intelligence, I am well-versed in strategy formulation, project management, business development and sales. I know how to quickly and efficiently transform a challenging project into a success.

An avid sportsman, I enjoy both following and participating in various team sports. I enjoy warm summer nights in cottage country watching the sunset over the horizon.

Education & Professional Accreditations

- Honours Business Administration (HBA), University of Western Ontario

Featured Services

Business Intelligence & Analytics
Program & Project
Management
Maximizing Business Value

Technology Solutions

Data Sentinel
Business Intelligence ETL
& Reporting
Data Modeling & Design

Companies

Rogers Media
Sick Kids Foundation
Centre for Addiction &
Mental Health (CAMH)

About avantage

For over 15 years, Avantage has been building a trusted brand, engagement by engagement. We are privileged to serve the organizations we work with, that include some of the most recognized brands in the world.

Our growth strategy is based on providing the specialized skills required to help our leading enterprise clients adopt the modern capabilities required to compete and innovate in a disruptive world. With a results based approach, we combine great people with advanced IP, tools and systems, that positions us a notch above in a highly competitive marketplace.

