

Walter Menezes, former head of HSBC Cards & Auto Finance, USA joins the Advisory Board at Fractal Analytics

Fractal Analytics announced today that Mr. Walter Menezes, former Group General Manager at HSBC Cards & Auto Finance, USA has joined the Advisory Board of the company. Mr. Menezes has previously managed HSBC's \$ 80 Billion Global Cards Business & Auto business in the United States.

Mumbai, Maharashtra, January 4, 2010 /[India PRwire](http://www.indiaprwire.com)/ -- Fractal Analytics, a provider of predictive analytics, announced today the induction of Mr. Walter Menezes on the company's Advisory Board. Mr. Menezes retired earlier this year. He was Group General Manager at HSBC and responsible for managing the US Credit Cards business and Auto Finance. In addition, he was responsible for managing the global credit card business. These businesses had over \$80 billion in receivables. A well respected veteran of the US Banking Industry, he possesses over 30 years of experience in business group leadership and management of lending, operations, credit, international and collections businesses.

Speaking from San Diego, California Mr. Menezes said *"I think Fractal is well positioned to help global clients leverage advanced analytics to deliver higher topline and bottomline growth. I look forward to making relevant contributions to the company's growth."*

"We are excited to have him on our advisory board." said Srikanth Velamakanni, CEO Fractal Analytics, *"We believe that this would allow us to tap into his vast experience and expertise would help us provide greater value to our most important clients."*

Notes to Editor

About Fractal Analytics

Fractal Analytics helps companies across the globe in predicting and influencing consumer behavior through analytics. Fortune 1000 companies in the CPG, Financial services and Insurance industries work with Fractal in the areas of customer acquisition, retention, value enhancement, risk management and trade funds optimization and marketing effectiveness. Fractal has global presence with offices in New Jersey, California, Mumbai, Singapore, New Delhi and Kolkata. For more information, please visit, www.fractalanalytics.com

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