

## Creighton Lang



Creighton Lang, Senior Vice President, Analytics, & Executive Director, ALF, brings to the firm more than 15 years of consulting experience and leadership, with a long-term emphasis on sales, marketing, and constituent analytics for organizations that use high-touch business models to serve institutional clients and individuals with high net worth. Creighton leads the GG+A Analytics team, defining strategy, direction, and evidence-based client execution.

Creighton most recently served as Vice President of Global Delivery for the Business Intelligence, Analytics & Performance Management practice at NTT DATA. In this position, he had overall responsibility for delivery success, talent management, domain development, and sales enablement in North America for the 800-consultant-plus global practice. Prior to NTT DATA, Creighton was the Vice President of Business Intelligence at The Revere Group, where he was responsible for leading a national practice across four regions with more than 35 consultants. Creighton started his career at Nuveen Investments.

Creighton is a frequent speaker at user group conferences and industry events, and he writes for nationally distributed publications. He is a guest lecturer for two MBA courses at Loyola University Chicago. In 2003, he cofounded the "Enterprise Performance Management Center of Excellence," a lab utilizing resources from Loyola and The Revere Group to develop and demonstrate analytics applications.

Creighton holds a bachelor's degree in management information systems and finance from the University of Arizona and is a graduate of The St. Mark's School of Texas in Dallas.

During his tenure with GG+A, Creighton Lang has provided counsel to the following client institutions:

*Ann & Robert H. Lurie Children's Hospital of Chicago*

*American Association for the Advancement of Science*

*University of British Columbia*

*University of Calgary*

*University of California, Los Angeles*

*Case Western Reserve University*

*Chicago Community Trust*

*Cornell University*

*Dartmouth College*

*Drexel University*

*Duke University*

*University of Florida*

*Johns Hopkins University*

*The Ohio State University*

*The Pennsylvania State University*

*Pennsylvania State University University Park*

*University of Pittsburgh*

*University of San Diego*

*San Diego Zoo*

*Sterling and Francine Clark Art Institute*

*University College Dublin*

*University of Texas M.D. Anderson Cancer Center*

*University of Toledo*

*University of Toronto*

*University of Vermont Foundation*

*Yale University*