

# George Habek, M.S.

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George Habek is a Sr. Analytical Consultant in the New Analytical Solutions Enablement Practice within Global Professional Services & Delivery. In his role as an analytical consultant, George is responsible for supporting a variety of analytical needs in both pre-sales and post-sales engagements.

George has been using SAS for over seventeen years, beginning with data processing and statistical analysis in an academic setting, then onto consulting and corporate work with the latest SAS products. In the consulting world, George has worn many hats, from analyst to project lead to manager. He has been involved in a range of projects across many industries such as Healthcare (Providers) for claim and disease management & Life Sciences (Pharmaceutical) for physician drug acceptance, Automotive, Financial Services, Education, Gaming, Recreation, Restaurant/Food Service, Agriculture/Construction, and many more. His direct industry experience in Database Marketing covered a range of functional areas including Response Modeling, Customer Acquisition/Retention, Customer Profiling/Segmentation, Survey Analysis, and Forecasting. In addition to being extremely analytical, George's experience as a consultant, and over 10 years of broad industry knowledge has honed his communication and presentation skills.

George holds a B. S. in Mathematics/Statistics from Loyola University Chicago and a M.S. (with distinction) in Applied Statistics from DePaul University Chicago.