John Preysner is a business consultant at Esri focused on introducing Location Analytics to new Esri users in the Commercial sector. This often takes the form of identifying and partnering with an analytics champion within each prospective user’s organization, and working with this champion to demonstrate to a larger department- or company-wide audience how location impacts business outcomes. While focused on the Commercial sector broadly, Preysner has a particular interest in introducing location analytics to mid-market companies and has worked with companies in the financial services, real estate, agriculture, professional services, and healthcare verticals.

Preysner is particularly interested in how companies understand and target customers, and enjoys working with new Esri users to show them how location analytics can help them reach these ends. He has found that companies that have a concrete strategy for deriving and applying location-based insights find the most success—whether they are working with simple demographic overlays of a given market or detailed customer loyalty program data.