

Aqua appoints head of data and analytics

Aqua has appointed Clinton Deavall as the new head of data and analytics. Deavall joined the Aqua team in 2015 with significant experience in the data science discipline across the telecommunications, financial services, retail and distribution sectors. Prior to joining Aqua, Deavall was a partner in a boutique financial analytics firm. In his new role at Aqua, Deavall will oversee a team of over 15 people working across four key pillars including; data management, data analysis, conversation analytics and SEO/web analytics.

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