

Trevor Rubel  
Chief Strategy Officer  
Intelligent Results



Trevor Rubel, a veteran of analytic and customer-focused software and consulting, joined Intelligent Results because he saw the power of embedding predictive analytics into operational systems. He shares the company's vision of how this capability can drive operational excellence throughout today's competitive industries.

Trevor, who also has experience in business development, product management and marketing, is the chief strategy officer for Intelligent Results. In this position, Trevor oversees the company's overall product strategy and manages the design and development of technology products.

In his previous positions with Intelligent Results, Trevor provided both technical and marketing support for the company. He oversaw the company's overall product strategy and vision and is responsible for all aspects of product design and product management. He was also responsible for planning, managing and launching the company's first products, IR Discover™ and IR Modeler™.

Before joining Intelligent Results, Trevor led product marketing and product management at Personify, a CRM analytics company. While at Personify, Trevor oversaw the creation and rollout of new products and services, spearheaded the creation of Personify's OEM channel and established the first OEM relationship. Prior to Personify, he was at Wall Data where he had overall product marketing and management responsibility for the company's SALSA product line.

Trevor holds a bachelor's degree in communications from the University of Washington.