

GIS AS A VALUE CREATOR FOR PRIVATE BUSINESSES AND THEIR CUSTOMERS

**WEDNESDAY
NOVEMBER 15, 2023**

Dinner at 5:30 p.m.
Talk 6:10 – 7:10 p.m.

University of Redlands, Casa Loma Room
1230 E Brockton Ave Redlands, CA 92374



RSVP by Nov 10th at
<https://forms.office.com/r/9GCZRiNNPR>

GIS has long been ingrained in industries such as local government, natural resources, and utilities operations. However, GIS has begun to emerge more and more as a powerful tool for private businesses to enhance operations, improve customer experiences, and achieve corporate goals.

This presentation explores the dynamic role of GIS in addressing the challenges and opportunities faced by organizations, and how it aligns with corporate strategies to create value for both the business and the customer.



About Liz Parrish
Manager of Geospatial Analytics & Insights for Texas grocery retailer H-E-B

Liz Parrish is (UoR MBA '17) the Manager of Geospatial Analytics & Insights for major Texas grocery retailer H-E-B which is known for commitment to the people and communities it serves. Her former clients include Fortune 500 financial services companies, retailers, and commercial real estate firms. Liz is passionate about helping organizations and individuals achieve success through well-curated geospatial strategies that harness the power of location, data science, and technology to drive business results.