



CENTER FOR SPATIAL BUSINESS PRESENTS



David Beitz

**Co-Founder and Partner
Planned Grocery**



Paris Williams Allen

**GIS & Research Analyst
Transwestern**

HOW BUSINESSES LEVERAGE GIS AND LOCATION INTELLIGENCE TO CREATE KNOWLEDGE OF MARKETS: PLACEMAKING FOR THE FUTURE

Panel Event Moderated by Dr. James Pick

**UNIVERSITY OF REDLANDS WEBEX VIRTUAL EVENT
6 PM PST TO 7:30 PM PST
FEBRUARY 10TH 2021**

Scan QR Code or [CLICK HERE](#) to RSVP

Learn more about the Center for Spatial Business
www.redlands.edu/CSB



SCAN ME

David Beitz, Co-Founder and Partner, Planned Grocery

David is the Co-Founder and Partner at Beitz and Daigh Geographics, the creators of the Planned Grocery® SaaS platform. He graduated from the University of South Carolina with a bachelor's in math and science. Upon graduation, he worked for CDM Smith and EDENS before co-founding Beitz and Daigh Geographics.

He co-created Planned Grocery® for organizations to have better access to data on planned grocery store sites and for companies to be able to use the platform for site selection, market planning, and due diligence research. Beitz is author of "Location Analytics for Business: The Research and Marketing Strategic Advantage".

Panel Pre-Talk: "How Businesses Leverage GIS and Location Intelligence to Create Knowledge of Markets"

David will speak on GIS in Commercial Real Estate and specifically how the Planned Grocery platform, which he co-created, fits into the sector.

He will detail the evolution of the platform, what it is, how it used, and share lessons learned. This inside view into entrepreneurship will be of interest to anyone looking to start a business in GIS.

Paris Williams Allen, GIS & Research Analyst, Transwestern

Mrs. Allen is the GIS & Research Analyst for Transwestern's national research team. She creates innovative mapping materials to clients, assists with strategies based on market opportunities and extracts/maintains demographic, marketing, and geographic information for maps, presentations, data summaries, and reports.

She is an adjunct professor for GIS and Geography at Broward College. Previously, she served as a GIS specialist for federal defense contractor Leidos. Mrs. Allen received a M.S. in GIS and Sustainability Management from the University of Washington, and a B.S. in Geography from Arizona State University.

Panel Pre-Talk: "GIS for Commercial Real Estate: Placemaking for the Future"

Mrs. Allen will address the importance of GIS in commercial real estate and the role of mobile components in GIS. GIS can help by providing visuals that depict useful demographic, income, and environmental layers.

This gives real estate brokers and land developers the power to assist clients any time via multiple devices. Examples of mapping at Transwestern will be presented that illustrate real estate placemaking.

Panel

The panelists will engage in a moderated discussion, followed by a discussion of questions from the audience submitted through WebEx Chat.