

Evolytics Expands Capabilities by Joining Forces with Global Tech Leader Concord

We are thrilled to announce our new partnership with [Concord](#), a leading technology consulting and digital transformation firm based in Minneapolis, Minnesota. The merger will bring expanded end-to-end data solutions to our clients and offer broader data analytics career opportunities to our Evolytics team.

"This is a growth story and an exciting time for Evolytics," Carey Wilkins, Evolytics President said. "We've experienced tremendous growth in recent years and finding a partner like Concord was essential for expanding our capacity and capabilities. With this partnership, we're strategically positioned to execute at a broader data solutions level. We can now implement additional end-to-end, highly technical data services designed to improve how back-end operational systems integrate with optimized front-end marketing experiences."

In return, Concord receives stronger data analytics capabilities to serve its broad roster of clients who have ambitious goals for activating marketing and operations data to deliver greater business value.

"Evolytics has built a strong culture that's seen the company recognized as a great place to work by numerous publications. Evolytics employees prioritize customer relationships and consistently deliver data solutions that add significant value for their clients," stated Florin Ibrani, Concord's Chief Executive Officer. "Their extensive expertise in data and marketing analytics complements Concord's cloud, integration, application development, and data offerings. Joining forces expands our ability to serve new and shared customers with a wider array of relevant offerings."

Evolytics is known for solving complex analytics challenges that drive revenue growth and efficiencies for marketing, IT, and sales teams. Partnering with Concord will benefit clients by providing deeper business and customer insights that lead to reliable, data-driven decisions. In addition, Concord and Evolytics are also a good cultural fit, sharing core (midwestern) values, and employees enjoy similar team-building events and activities.

Evolytics was founded by CEO Tom Wilkins in 2005, and since then the company's client roster and breadth of services have diversified and evolved at a steady pace. An award-winning analytics agency, in recent years Evolytics won the Digital Analytics Association's Top Agency Award in 2018 and 2020 and was a finalist for the award in 2019 and 2021. Fortune named Evolytics one of the "Best Small and Medium Workplaces" in 2020 and 2021, and Great Place to Work ranked Evolytics as a "Best Workplace in Consulting & Professional Services" in 2021. Evolytics team members are frequently recognized with prestigious industry awards and accolades.

The Concord partnership does not change the Evolytics management structure, as Tom and Carey Wilkins continue leading day-to-day operations with a focus on growth strategies. All Evolytics' employees will remain on board, becoming part of the larger Concord team.

"Joining Concord presents many new opportunities for Evolytics and our team of top-tier talent," Tom said. "Access to Concord's dynamic infrastructure provides an added advantage. We can now scale up to develop more innovative data solutions and serve a broader set of clients."

[Concord](#) is a leading technology consulting and digital transformation firm based in Minneapolis, MN, with supporting operations in Eastern Europe and India. Concord serves leading enterprises and innovators in the healthcare, technology, manufacturing, and financial services industries. With a unique combination of industry expertise, technology know-how, and project execution reliability, Concord helps its customers unlock business value by solving their most difficult data and technology problems.

NOTE: The Evolytics website, blog, and social media accounts went offline after the company was acquired by Concord. This is a re-creation of a post from the Evolytics blog for portfolio purposes only.