



**Nick Good**

SAP BI Client Director, Business and Decision  
SIG Chair – Business Intelligence (BI/BW)

Nick Good recently joined the SAP practice of Business & Decision as a Client Director. Nick is responsible for building the SAP BI customer base. Prior to this he was the manager of Operational Intelligence at Yell Group, covering data warehousing, operational reporting, analysis and decision support applications. Under Nick, the 26 people strong department was responsible for the distribution of Yells information for consumption by 1250+ users. Nick has fourteen years experience in Business Intelligence and Data Warehousing. Previous to this he was Director of Product Management for Artemis International, a leading vendor in the Project Management solutions space focusing on their Business and Strategic Intelligence Products.