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## New Frontier Welcomes Gartner VP to Advisory Board

**Washington – New Frontier, the leading Big Data provider in the cannabis industry, is proud to welcome Dale Kutnick, a Gartner Senior VP, as the latest addition to New Frontier’s Advisory Board. Kutnick is a well-known figure in the IT industry, and is renowned for developing strategies and tactics around information products and services to drive business transformation.**

“Dale has been instrumental in helping us to create and launch our Advisory Services. With 40+ years of experience creating (as CEO, research director, etc) and participating in IT advisory service businesses, Dale has been one of the pioneers in this industry. Partnering with Dale, a true luminary and innovator behind a proven and valued service lines, is a powerful signal to the cannabis industry that authoritative data combined with expert analysis is poised to take the industry to the next level,” said New Frontier CEO and Founder, Giadha DeCarcner.

Kutnick is Senior Vice President, Emeritus, and Distinguished Analyst at Gartner. His primary responsibilities are working with CIOs and senior business leaders to help them better manage and exploit technology and information to drive business transformation and enablement. From 2007 to 2013, he was global leader of Gartner’s Executive Programs, more than doubling its contract value and dramatically enhancing customer engagement during that period.

“I am looking forward to working with the New Frontier team as they bring another layer of smart business practices to the cannabis industry via their newly launched Advisory Services. This nascent industry is hard pressed for actionable data to inform investors and the products that New Frontier has developed will only elevate this under-served market,” said Kutnick.

The New Frontier Advisor Board already includes: Jeff Hoffman of Priceline, David Friedman of Panther Capital, Dr. Joseph Romm, former Assistant Secretary for the Department of Energy, Atul Sood of Oventio, Kristin Fox of MJINews, Douglas Brown of Netsuite Inc., Mara Gordon of Aunt Zelda’s, Corey Barnette of District Growers Cultivation Center, Zachary Shields of Nischan Pictures, Troy Dayton and Kris Lotlikar of the ArcView Group.

“New Frontier’s mission is to equip our customers with the knowledge necessary to increase their profits, identify opportunities, and navigate this industry. Having Dale on our team provides us with a very unique weapon in our arsenal to continue to make all of that possible for our clients,” said DeCarcner.

### **About New Frontier:**

New Frontier is the first company to provide objective, sophisticated and comprehensive analytics and reporting for the nascent and underserved cannabis industry. New Frontier, the



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premiere Big Data shop in the sector, looks beyond the plant cultivation and distribution, to raise the industry bar and provide visibility into what will inevitably soon be a mature and more complex industry. New Frontier is headquartered in Washington, D.C. For more information or media inquiries, please visit [www.frontierfinancials.com](http://www.frontierfinancials.com) or contact Gretchen Gailey at 202-489-3821 or [ggailey@frontierfinancials.com](mailto:ggailey@frontierfinancials.com).

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