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Allen Davidov, MBA, CM. is the Senior Vice President & Practice Leader of the not-for-profit, energy, transportation, and public sector at Environics Analytics. With nearly twenty years of experience in marketing, analytics, and fundraising, he has worked with organizations of all sizes to unlock the value of information in decision-making and business strategy. Prior to joining EA, Allen successfully led marketing, and a variety of fundraising programs at a number of organizations, including Sinai Health Foundation, Habitat for Humanity GTA, Canadian Breast Cancer Foundation Ontario Region, St. John's Rehab Hospital Foundation at Sunnybrook Health Sciences Centre and North York General Hospital Foundation. Allen is also an active member of the Canadian Marketing Association Not-For-Profit Council, a marketing and data volunteer with the Canadian Association of Gift Planners, and a member of Seneca College's Marketing Advisory Council. He holds a Master of Business Administration degree from the University of Liverpool, a Bachelor of Commerce degree from Ryerson University, a Creative Advertising diploma from Centennial College, and a Chartered Marketer certificate from the Canadian Marketing Association.