



sim pä ' ti kō: Being on the same wavelength;
having qualities that bring about a favorable regard.

Leslie Winick

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Leslie has a proven track record for delivering measurable and sustainable results. She is also known for her ability to guide and cultivate client teams—engaging members throughout the enterprise. In her six years as a SimpatiCo Partner, she has been involved in all aspects of company oversight, as well as project management. Leslie has strong experience in the Financial Services, Telecommunications, Business Services, and Manufacturing sectors, with an emphasis on enhancing customer-focus. Her skills include driving strategic analysis, directing operational implementation, and facilitating organizational change. Before co-founding SimpatiCo, Leslie spent four years with Gemini Consulting's strategy discipline, leading engagements and mentoring internal talent in the U.S., Europe, and Asia. Her professional career is rounded out by three years with J.P. Morgan, first as an internal consultant in the Management Services Training Program, and later as a Fixed Income research analyst and new hire advisor. Leslie holds a B.A. in Government from Wesleyan University.

Applied Thought Leadership Highlights

- **Partnered with the CEO** of an **international content management company** to create a corporate message and define and prioritize business opportunities; successfully gained alignment among top 10 business executives and **presented results to the Board of Directors**.
- **Collaborated with GM of Wireless Data** and drove project research, analysis, and recommendations for offering **mobile business solutions** (e.g., hosting, fixed and wireless transport, application design, etc.); coordinated and fostered client relationships with leaders from various business units within the diversified communications company.
- **Worked with the SVP of Strategy** at a **major payments company** to define and prioritize potential **opportunities within the identity authentication** market through distillation of existing research reports and new analysis.
- Drove and facilitated a cross functional team to define and develop **customer management and product lifecycle processes** that prepared a fast growing **software company** to meet expanding client needs.
- **Designed and led a project** that developed a **Wireless Data strategy** and organization for a major, global telecommunications carrier.
- Conveyed a **comprehensive view of the customer experience**, based on in-person customer and dealer interviews, to the senior executive team of a \$9 billion **farm equipment manufacturer**; developed **detailed action plans** to enhance customer focus across divisional business units and channel partners; on-boarded client teams for project kick-off.
- Managed a team of seven, top performing clients responsible for the development of business use cases, processes, and infrastructure to **capture and manage customer and market information** for a global leader in manufacturing.
- Led a team of company thought leaders representing Market Research, Sales, Engineering, Parts & Service, Manufacturing, Life Sciences, Economics, etc. to create a process for **translating data and information into actionable insights**; developed near-term insights for select customer segments pertaining to pressing issues, including an **analysis for the CEO of the \$13 billion manufacturing company**.
- Developed a domestic **eBusiness strategy** for the **U.S. CTO** of a global leader in **vaccine manufacturing**; managed team of consultants and key clients.
- Assisted with the development of a **three year strategic plan for a banking technology provider**, including articulation of global payments trends, competitive positioning, and a "view of payments" in the future; directed and facilitated work sessions with CEO, President, and other top leaders.



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Applied Thought Leadership Highlights (Continued)

- Identified new **business opportunities in payments and transaction processing** for private investors; detailed the business plan, including customer value, capabilities required, economics, and implementation plan, for a highly prioritized opportunity; presented offering and recommendations to the former **CEO and Vice Chairman** of one of the world's largest banking institutions.
- Partnered with the General Manager of a significant **Financial Services hardware manufacturer** to develop an application service provider (ASP) business opportunity involving major banking and consulting participants; provided ASP background and understanding, identified key differentiators, and co-authored and coordinated RFP response.
- Following the **Asian financial crisis**, made **strategic recommendations** for the **Trade Banking** and **Cash Management** business units of a major, U.S. financial services provider.
- Led a team responsible for the development of **product and service solutions** based on identified customer segments and value drivers for a **leading U.S. bank**; conducted brainstorming sessions with multifunctional participation to ensure creativity and buy in.
- Created a **cost-to-serve model** using the **activity based management methodology** for the Institutional Lending division of a **mortgage bank**; managed the client team responsible for data collection and interpretation across the value chain and multiple geographies; integrated results with the customer segmentation and sales force effectiveness teams.
- Analyzed the impact of the **euro's introduction** on the **capital markets** businesses for **Ireland's largest bank**; formulated product area business plans.
- Designed a **centralized loans administration process** for a **major French bank operating in the U.K.**; assessed multiple IT solutions and provided recommendations for implementation.
- Contributed to **people and methodology development at Gemini Consulting**; acted as mentor for multiple Consultants and Senior Consultants; conducted annual training for the company's Strategic Research Group and at senior leadership meetings in the U.S. and E.U.; assisted with the development of content for the strategy discipline within Gemini's eBusiness Unit.
- Performed **fixed income securities analysis**; assessed financial market, economic, and political information to develop independent perspectives and recommendations on investment-grade sovereign entities and U.S. government sponsored enterprises; supported J.P. Morgan **Sales, Trading, and Investment Banking** and **institutional investors** with research; **managed** group's **summer intern program**; acted as **mentor** for 6 Management Services trainees.