



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

Peggy Langewisch

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With 14 years of management consulting experience, Peggy is consistently called upon for her content knowledge, critical thinking, and project leadership skills. As a SimpatiCo co-founder, she has been involved in all aspects of company management, as well as engagement delivery. Peggy has extensive experience in the Financial Services sector, especially within the dynamic payments space, and has also partnered with Business Services and Telecommunications clients. She began her consulting career as part of Gemini Consulting's Analysis and Design group, delivering rapid opportunity assessments and implementation plans. Projects spanned a variety of industries across several continents. Peggy then moved to the Results Delivery discipline, where she managed large client and consulting teams responsible for implementing recommendations for key Financial Services clients. She also led strategic content and methodology development for Gemini's e-Business Unit. Peggy holds a B.S. in Finance and Economics from Northeast Missouri State University (now Truman State) and a MBA from Washington University.

Applied Thought Leadership Highlights

- Delivered a process of strategic opportunity identification and direction-setting resulting in a **three year strategic plan** for a leading **software services company** focused on the **banking** industry; teamed with CEO and President to gain input from industry experts and approval from the Board of Directors.
- Structured and guided internal and client projects for a software and services start-up; **implemented tracking and measurement processes**, assisted in organizational design, and facilitated management team communication.
- Collaborated with a diverse team of consultants, system developers, and integrators to complete initial stages of a system implementation for a **stored value card division** of a major payment processor; worked with users to **define business requirements** and translate to-be process flows into **workflow logic** required for the software development tool.
- Assisted the SVP of Professional Services within a **financial services software and services company** in developing the division's overall business plan and **Check 21 solution offering**.
- Provided methodology for, and oversight of, **benefits case development** within a rapid margin improvement assessment for a **payments provider**.
- Developed a framework for an international consulting firm that identified and prioritized Internet opportunities within the **commercial and investment banking** industries.
- Participated in creation of a corporate mission and tagline for a growing **content management company**; defined, developed framework for, and prioritized business opportunities; presented results to the Board of Directors.
- Impacted project activities and outcomes by ensuring a balance between the drive to push creative thinking and the need to provide realistic, actionable deliverables for a **communications company developing mobile solutions for business customers**; completed several analyses, including the **current solution landscape** and two, **complex business models**.
- Partnered with an eight person senior executive team to identify and select the direction of the **wholesale lending division of a top five U.S. mortgage company** using a process of "**greenfield thinking**". **Managed a team of twenty** consultants and mortgage company team members responsible for sales force effectiveness, customer segmentation, cost-to-serve analysis, balanced scorecard development, capacity planning, technology blueprinting, and process efficiency aligned with the corporate strategy.



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Applied Thought Leadership Highlights (Continued)

- Directed a **cash management and trade banking** project that delivered a multi-country market opportunity assessment, U.S. client solution definitions with associated business case, and alignment of executives from Brazil, Argentina, and the U.S.
- **Managed a 17 person team** of consultants and leasing company employees responsible for redesigning sales, operational, retention, and customer services processes for an **auto financial services company**.
- Conducted over a dozen **Analysis and Design projects across multiple industries** including financial services, communications, oil, gas, and chemical distribution, and manufacturing; ran projects and/or components of projects responsible for development of current state findings, business case for addressing opportunities, and implementation plans; sample analyses include:
 - Teamed with the division leader and top managers to **drive analysis of cash management processes** including remittance, lockbox, sales, and customer service within a corporate and institutional bank division of a Midwest regional.
 - **Led a global team** responsible for assessment of the account opening processes in the U.S., Europe, and Asia within a **major reengineering project** for the **private banking** division of a worldwide banking leader.
 - **Managed a team** accountable for developing a project plan to effectively merge a **liquids processing company** with a leading gas marketing enterprise.
 - Created a multinational implementation plan to enable the sharing of best practices across development projects of an international oil exploration and production company.



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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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Leslie Winick

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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.