

Global Management Consulting Firm, TranSigma Partners is focused on Business Process Simplification and Execution that Drives Bottom-Line Profits

Business Services Process Improvement

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Kevin Hanrahan
CEO

BIO:

With over 25 years of experience in consulting and industry, Kevin has significant depth in management consulting, process transformation, financial systems and risk management. His executive positions include ING, GE, Price Waterhouse and Arthur Andersen. He has been responsible for global strategic initiatives and operations for numerous departments; including global risk and compliance, financial systems, capital markets,

insurance, information management and risk.

He is a Master Black Belt, certified Project Management Professional (PMP), Certified Public Accountant (CPA), Chartered Global Management Accountant (CGMA), Certified Information Technology Professional (CITP) and Certified Management Accountant (CMA). Kevin is a member of the Ohio Society of CPA's, American Institute of CPA's, Information Systems Audit and Control Association and the Project Management Institute.

Kevin graduated summa cum laude with a degree in Accounting from Xavier University. He received his MBA from Xavier University.

About TranSigma Partners

Since 2005, TranSigma Partners has been transforming businesses with world-class process improvement and program management services. With partners and affiliates worldwide, we can provide the global services you need.

"World-class" isn't automatic. Our executive team, managers, and consultants deliver process excellence every day. We work hard to maintain our process-oriented edge and uphold the highest standards. To our clients, the difference is obvious.

- CT-based management consulting firm with offices in the U.S. and Europe
- Core competencies in **change management, lean process engineering, program management office and project management**

- Management team with significant business and consulting experience: GE, ING, Oracle, Information Resources, PWC, and Arthur Andersen
- Global service delivery: North America, South America, Europe, Asia and Africa

TranSigma's staff brings a wealth of experience to our clients:

- 90% Lean Six Sigma Certified
- 75% with significant industry specific Project Management experience or PMP Certification
- Financial Services, Consumer Products and Services, Media & Entertainment, Pharmaceuticals, Insurance, Wealth Management, Hedge Funds, High Tech

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Hanrahan, what is the focus at TranSigma Partners?

Mr. Hanrahan: TranSigma Partners is a global management consulting firm that focuses on business process simplification, or in other words the efficient execution of strategy. We have three main methods of doing that. One is to apply Lean Six Sigma techniques to simplify business processes. Another way that we do that is through assisting companies with the design, start-up or the ongoing operations of their program management offices. We also provide project management services to lead major initiatives for our clients.

CEOCFO: What are some of the common areas that companies do not pay enough attention to, or may not even realize they need help with, that you are able to point out and change?

Mr. Hanrahan: Many companies find it difficult to get things done, and very often that is because the internal processes of these mid-to-large global companies we work with are fragmented, or have process bottlenecks that are overly complex. Or they are not synchronized and coordinated well across the company, and often they are not very well understood. Those processes are often associated with innovation, commercialization, manufacturing, supply chain, IT, Finance, Risk or Legal.

CEOCFO: Could you provide us with a concrete example?

Mr. Hanrahan: For example, we had a large global CPG client that was having trouble with its commercialization process. Its process for developing and getting new products to market was taking too long. They were having difficulty understanding why it was taking as long as it did, so we went into the company and worked with the senior executives and their teams to help them better understand the process they had. This process was much larger and complex than they thought. Oftentimes, they saw aspects of the process that were operating in a way that they did not expect. After we helped them to understand the current processes, we simplified that process across many departments. We reduced the time it took to get products to markets by 25-30%.

In yet another example, a large financial client was having difficulty assimilating the multitudes of Dodd-Frank rules and regulations being promulgated. We brought a team into the company to manage the inventory of rules and their application within the company. We also assisted with its regulatory reporting as well as its legal entity management technologies and processes.

CEOCFO: Are there particular industries of focus for you?

Mr. Hanrahan: We are very strong in financial services, CPG, media and health related industries though we have experience in many other areas as well.

CEOCFO: Are there industries you would like to be more involved with or that you plan to increase activity?

Mr. Hanrahan: We would certainly like to continue our work expanding in the health space, and we would also like to expand our financial services. Our goal is to serve all the major banks in the US and Europe.

CEOCFO: What growth do you see for the next year or two?

Mr. Hanrahan: I expect to add quite a few more offices globally. We just had a press release in the past two weeks about two new offices in the UK and Italy, and I expect that we will be adding several more over the next six months. We also have more strategic global partnerships to be announced.

**“We are a premier global management consulting firm that simplifies business execution and drives bottom-line profits.”
- Kevin Hanrahan**

We do this where there are good synergies; where we can help their clients and their services can aid our clients as well.

CEOCFO: Why is this the right time for the expansion?

Mr. Hanrahan: We see that a lot of companies, especially the global companies, are looking for ways to become more efficient and effective. They are also trying to find ways to better execute their strategies, drive bottom line profits and reduce risk. During this period where the economy is not expanding rapidly, they are certainly looking at ways to better serve their customers and internally become a lot more efficient at it. This has been a niche for us. A lot of companies have been very interested in what we have successfully delivered, and our clients are very happy about the value-add that we have provided for them. We want to continue this growth to have much more global presence and be ready for the time when the economy does pick up again.

CEOCFO: What are the intangibles that you look for in your employees, over and above knowing the processes and technical skills?

Mr. Hanrahan: Everything begins and ends with people. We see our professionals as being the most critical success factor to TranSigma's growth. We look for people that are intelligent, can adapt well, have the highest of integrity, and can communicate very well. Our people must navigate large, complex, matrixed companies in such a way that they can be a catalyst for change. Change management competencies are very important. Of course, their technical skills must be top-notch; particularly in terms of Lean Six Sigma and project management.

CEOCFO: How do you reach prospective customers?

Mr. Hanrahan: Up to this point, much of our growth has been through word of mouth and personal contacts. Sometimes new executives added to the team bring a book of business. Through clients and contacts as well, there has been a lot of buzz that has driven the growth thus far. We are moving into another evolution of the company where we are using much more broadly-based techniques, such as social media, press releases, white papers, seminars, and conferences.

CEOCFO: Will the company look somewhat different in the next year or two with your various efforts?

Mr. Hanrahan: Yes, I think so. To this point, the company has already gone through several stages of growth. One of those earlier stages occurred when we decided to focus on process and incorporate technology as a process-enabling technique. As we have grown, we have had to become more virtual. All of our systems, software, and service systems are cloud-based and virtual. Our staff can collaborate and interact with each other no matter where they are in the world and at any time. All of our systems, from time keeping to document management are up in the cloud and can be accessed from wherever an individual is. Often times, it is accessed from a mobile phone. That was another stage that we had to go through to remove barriers

to growth that would otherwise limit us. Now that we are entering a new phase where we are finding that as we have more global presence and global reach through these other offices, we have to continue to change and find ways to keep our culture without becoming too fragmented.

CEO CFO: Why should people in the business and investment community pay attention to TranSigma Partners?

Mr. Hanrahan: We found that we play a particular niche with companies who often have difficulty getting things done and things are not happening as fast or as well as they want. We have been very successful at taking this process focus, understanding the people and technology aspects, and aligning that to business strategy. Our clients simplify, get things done fast, drive higher profits, and please the

customers much more than they have in the past.

CEO CFO: What should people remember most when they read about TranSigma?

Mr. Hanrahan: We are a premier global management consulting firm that simplifies business execution and drives bottom-line profits.



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