

Former CIO Bob Casale joins Wavestone US as Managing Director

IT and business advisory firm Wavestone US continues to grow its ranks of world-class IT leaders with former MassMutual CIO Bob Casale

Wavestone US is pleased to announce the recent appointment of senior IT executive Bob Casale as Managing Director. He brings more than 30 years of experience developing global information technology strategies that transform complex organizations into contemporary customer-centric, digital businesses.

Casale's last role prior to joining Wavestone US was Executive Vice President and Global CIO at Massachusetts Mutual Life Insurance Company, where he spent 22 years steering global technology strategy, talent, operations, solutions delivery, and IT. Among his many achievements was leading the development of the company's digital strategy that resulted in over \$40 million in new channel sales after only two years. He also successfully implemented a consolidated customer portal experience, a 360-customer portfolio capability, a transition to low-cost cloud services, and an entirely new electronic advisory sales platform that delivered a fully integrated, straight-through user experience for the company's more than 20,000 field force partners.

In addition, Casale created a Boston-based IT innovation lab to drive research and development which led to several patented innovations including algorithmic underwriting advancements, mobile capabilities, and SaaS-based team productivity software.

"What drew me to Wavestone was its operator-led model. Each engagement is steered by experienced consultants with successful track records as transformational IT executives of well-known companies across the US. Having been in several IT leadership roles throughout my career, I sensed a band of kindred spirits. When you're talking with former CIOs and CTOs, the conversations are totally different, and the advice you're getting is real-world, practical, and actionable," says Casale. "I'm excited to be a part of that conversation."

"Bob's years of hands-on experience and the transformations he's delivered are exactly why he's a great fit for Wavestone. His record of successes is clear-cut, and we believe that's why our business model—experience over theory—is winning out in the market. Results speak for themselves, and I can't wait to see what Bob does next," says Jeff Vail, CEO of Wavestone US.

Wavestone US is the North American arm of global management and IT consulting firm Wavestone. It has supported the transformations of more than 200 Fortune 1000 companies across a wide range of industries, offering a practitioner's perspective on IT strategy, cost optimization, operational improvements, cybersecurity, and business management.

Wavestone's IT consultancy in the US was formerly known as WGroup, an IT consultancy firm comprised of consultants with over two decades' experience as former C-suite executives and leaders. Following the merger of WGroup and Wavestone in July 2019, the Wavestone US brand was officially launched in January 2020.

Keep in touch and join in the conversation on:

- / Facebook [@WavestoneGlobal](#)
- / Twitter [@WavestoneUS](#)
- / LinkedIn [@Wavestone](#)

About Wavestone

In a world where knowing how to drive transformation is the key to success, Wavestone's mission is to inform and guide large companies and organizations in their most critical transformations, with the ambition of a positive outcome for all stakeholders. That's what we call "The Positive Way."

Wavestone draws on some 3,000 employees across 8 countries. It is a leading independent player in the European consulting market.

Wavestone is listed on Euronext Paris and recognized as a Great Place to Work[®].

Media Enquiries

Wavestone US

Beth THOMAS

VP-Marketing

Tel: +1 610-854-2700