

IT Leader Mark Jenkins appointed as Lead Principal at Wavestone US

IT and business advisory firm Wavestone US's new Lead Principal brings expertise in master data management, performance management, profitability analysis, and customer and marketing analytics.

Wavestone US is pleased to announce the recent appointment of senior IT executive Mark Jenkins as Lead Principal. He brings more than 20 years' experience in data management with a focus on data architecture, data strategy, master data management, performance management, profitability analysis, and customer and marketing analytics. His professional history spans several industries, including financial services, consumer products, defense and civil government, and technology. As a business intelligence (BI) and data management principal, Jenkins is focused on helping clients unlock the power of their data to enable business decisions, identify new opportunities, and create new value.

"Organizations are hungry for new insights but lack the means and methods. At Wavestone, we have the capacity to help clients cut through the complexities, and gain actionable insights and more solid decision-making capabilities," says Jenkins.

Jenkins has held several senior-level positions at Synovus Financial, Fifth-Third Bancorp, and Raytheon. Before joining Wavestone, he served as Senior Director of Banking Application Development and Delivery at Synovus, responsible for the design, development, and support of multiple key platforms used across its branches, including the teller system, consumer and commercial loan underwriting systems, and deposit account opening system. Prior to Synovus, Jenkins was the primary data architect at Fifth-Third Bank and led the business intelligence, data warehouse, master data management, and marketing analytics platforms for the bank. Other career milestones include the full rollout of the Argo banking platform, implementation of a real-time enterprise customer master data system, implementation of a customer data integration, householding, and marketing analytics system, and delivery of multiple BI solutions including large-scale, interactive operational sales dashboards.

Throughout his career, Jenkins has evaluated and negotiated several significant software contracts, including multi-year enterprise hardware and software agreements with IBM. He has recently turned his focus onto the design and delivery of cloud-first data and analytics solutions.

"In today's disruptive markets, enterprises need the kind of strategic thinking and leadership that Mark brings to the table. His dual background in IT and finance will certainly bolster our capabilities and will be integral to delivering the positive business outcomes our clients have come to expect of Wavestone," says Jeff Vail, CEO of Wavestone US. "IT leaders, like Mark, bring real value to our clients with their real-world experience and deliver real-world business results."

All Wavestone senior consultants are seasoned business and IT leaders with a strong track record of producing results. Averaging more than two decades of experience as former C-level executives, they are more than equipped to offer the bold, new thinking needed to face the new challenges in the post-pandemic environment. This peer-to-peer approach has been effective in the transformations of more than 200 Fortune 1000 companies across a wide range

of industries. Wavestone US advisory services include IT strategy and planning, IT cost and run optimization, cybersecurity, business operations improvements, and IT talent solutions.

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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®.

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