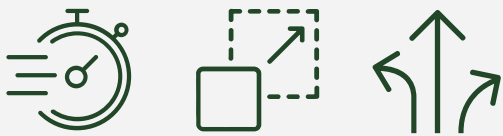




GUIDELINE

Guideline, a New Financial Services Consulting Firm, Launched in Partnership with JCW Group.

Guideline is a new consulting firm created to help financial services and FinTech companies solve regulatory challenges no matter the size or scale. Part of JCW Group, Guideline combines strategic counsel with a **vast network of regulatory experts** to tackle complex projects.



Fast. Scalable. Flexible.

Our strategic expertise is paired with a world-class staff augmentation capability that can scale up quickly using our vast network of compliance practitioners, ex-examiners, and industry professionals who have all previously operated in roles at banks, Fintech companies, and regulatory agencies.



Mark Westmoreland
Co-founder and Managing Director

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Mark Westmoreland is a legal and compliance executive with experience at some of the world's premier financial services companies, including Fintech companies and Top 20 banks.

Mark was most recently the head of a regulatory consulting practice serving bank and fintech clients. During his time as a consultant, Mark led large consulting projects for several Top 10 banks, including long-term consent order remediation projects and projects under attorney-client privilege.

Mark previously served as in-house counsel at two fintech startups as well as two of the largest banks in the world: Capital One and JPMorgan Chase. Mark developed expertise in credit cards, student loans, and installment loans products and subject-matter expertise in the Fair Credit Reporting Act and fair lending, especially in the area of data use and governance.



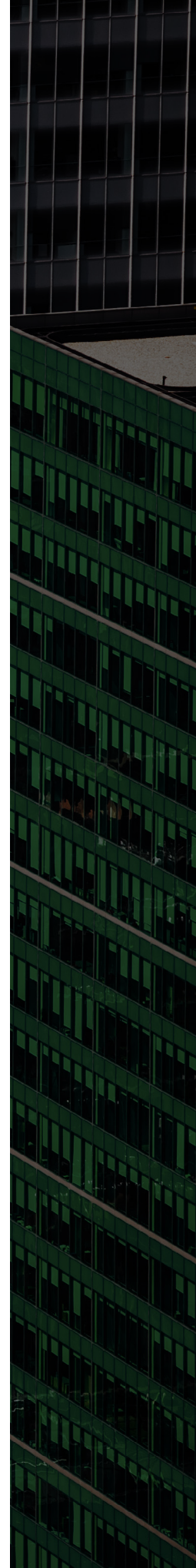
Et Halstead
Co-founder and Managing Director

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Et Halstead is a legal and compliance staffing executive who founded the US offices of JCW resourcing in 2012 and has overseen the development of the group throughout the US. He serves as the Chief Commercial Officer to the JCW Group, Co-founding Guideline in 2020.

Et has spent the majority of his career helping financial services clients throughout the banking, fintech and consulting spaces, both in the US and the UK, to build out their regulatory teams through permanent recruitment and staff augmentation services.

His network covers the entire gamut of regulation and risk from junior levels to the executive suite facilitating both large and small staff augmentation projects to assist and solve client issues.



Guideline's strategic advisors and industry experts can design or enhance all aspects of your compliance and risk governance program and ensure it's aligned with your business model and the regulatory risks ahead.



Regulatory Consulting

We offer industry-leading expertise on any aspect of your bank or Fintech compliance program.



Staff Augmentation

We can staff nearly any size project from our vast network of compliance professionals.



Guided Solutions

Combine our capabilities when you want to tackle your most complex and urgent projects

Guideline covers:

- Regulatory Compliance
- FinTech
- Financial Crime
- Compliance
- Fair & Responsible
- Banking
- Mortgage Operations & Compliance
- Cybersecurity, Privacy & Data Ethics

AML historical transaction review
Regional US bank

Deliverable

Performed a lookback review on thousands of transactions to identify patterns of suspicious activity and remediate any gaps in AML processes or controls.

[Guideline client stories](#)