



**Smart Government**  
Embracing the Digital Age”

**902 Broadway**  
**20<sup>th</sup> Floor**  
**New York, N.Y. 10010**



# Flatiron Snapshot

<b>Services</b>	Business & Technology Consulting Thought Leadership Planning & Execution
<b>Experience</b>	Over 25 years of experience in executive consulting, Government policy and relationship management services, business strategy, IT design and implementation, and business transformation consulting
<b>Clients</b>	200+ (includes JNK Securities cross-platform customers)
<b>Location</b>	902 Broadway New York, New York 10010
<b>Highlights</b>	<ul style="list-style-type: none"><li>• In-depth experience in business and technology consulting</li><li>• Expert analysis and insight of global innovation, disruptive and emerging technologies</li><li>• Pioneer in actionable thought leadership models</li></ul>
<b>Focus Areas</b>	Information Technology - Financial Services - Cyber Security - Government - Online Travel – Retail - Gaming & Lodging - Renewable Energy - Oil & Gas - Semiconductors - Supply Chain - Wireless & Mobile - Global Telecom & Datacenters - Payments - Process Automation – LEAN – MVP – Agile - SDLC

# Flatiron Strategies Proposed Roles

Resource	Key Roles and Responsibilities
<b>Flatiron Strategies Managing Director</b>	<ul style="list-style-type: none"> <li>• Provide relationship management services</li> <li>• Provide oversight for the Project and associated deliverables</li> <li>• Provide escalation point for the Project team</li> <li>• Review the development and validation of the deliverables</li> </ul>
<b>Enterprise Architect</b>	<ul style="list-style-type: none"> <li>• Provide project management leadership to ensure timely delivery of all project objectives</li> <li>• Interface with the stakeholders and the project teams for the respective work streams</li> <li>• Lead interviews, workshops and check-point meetings</li> <li>• Provide specialized knowledge and experience</li> <li>• Direct project resources on completing deliverables</li> <li>• Validate project findings and provide improvement recommendations</li> <li>• Ensuring timely communication of project status and issues</li> </ul>
<b>Technology Consultant</b>	<ul style="list-style-type: none"> <li>• Support work stream leads in developing the deliverables</li> <li>• Lead interviews, workshops and check-point meetings</li> <li>• Provide specialized knowledge and experience in infrastructure domain areas</li> <li>• Conduct necessary data gathering and analysis</li> <li>• Define target state capabilities and practices</li> <li>• Conduct gap analysis and develop improvement recommendations</li> </ul>
<b>IT Strategy Analyst</b>	<ul style="list-style-type: none"> <li>• Provide cross functional support to all work streams</li> <li>• Provide IT strategy domain expertise (e.g. IT operating model transformation, service management, etc.)</li> <li>• Assist project lead with project management tasks including status reporting, issues tracking and risk management</li> <li>• Support data collection and gap analysis</li> <li>• Develop integrated IT strategic plan</li> </ul>
<b>Network Specialist</b> <b>Infrastructure and Operations Specialist</b>	<ul style="list-style-type: none"> <li>• Lead interviews and workshops</li> <li>• Lead assessment of in-scope IT capabilities and infrastructure components, including: network resources, infrastructure, and administration practices; security practices and risks; IT service development and management processes; and IT operating model</li> <li>• Provide specialized knowledge and experience</li> <li>• Formulate improvement recommendations and provide input to development of IT strategic plan</li> <li>• Provide input to Project deliverables</li> <li>• Provide guidance for Project team members</li> </ul>

# Bios of Key Flatiron Team Members

Dean Thomas is a founding partner of Flatiron Strategies and the Managing Director/Government Policy Specialist at JNK Securities Corporation. Mr. Thomas brings over 15 years of experience in both the public and private sector working in Federal, State governments as well as extensive experience in the private sector. Mr. Thomas brings a trusted expertise and extraordinary relationship management skills to his clients through a variety of channels.

Prior to his work on Wall St, Mr. Thomas served as the Director of Congressional Affairs for the National Beer Wholesalers Association (NBWA) in Alexandria, Virginia. While there, he developed and maintained many important relationships with key Members of Congress. Prior to his career at NBWA, Mr. Thomas worked in a variety of different capacities for Ohio Congressman Tim Ryan. Mr. Thomas served as Political Director for Rep. Ryan's initial Congressional election campaign in 2002 and quickly rose to legislative assistant once Rep. Ryan was elected. In 2007, Mr. Thomas became the office's Senior Appropriations Assistant, primarily responsible for defense and energy issues associated with Rep. Ryan's position on the House Appropriations Committee.

Mr. Thomas earned a Bachelor of Science Degree from the University of Mount Union in 2002 and a Master of Public Policy Degree from George Mason University in 2010. Also, Mr. Thomas currently holds Series 7 and Series 63 licenses and previously held Top Secret security clearance.

Jem Pagán is a managing partner in Flatiron Strategies, a firm that provides strategic advisory services for mid-sized and global organizations, in addition he is also the Director of Technology Strategy for JNK Securities, a research and trading firm for (400) institutional investment organizations throughout the United States and Europe. In this role, Mr. Pagán manages the firm's strategic thought leadership program and research of emerging technologies, technology innovation and future disruptions in the IT, telecom, digital media and alternative energy industries.

Jem Pagán recently served as the Director of Business Transformation Services for Oracle America. He managed the North American territory as a senior level strategic consultant, providing business and technology strategies and solutions that encompassed all verticals and market segments including Big Data/Analytics, Healthcare, Cloud Computing, Cyber Security, Claims Processing, Mobile Technology, etc. for the executive leadership level within the Oracle customer base.

Prior to joining Oracle, Mr. Pagán served as Senior Vice President (CTO) of Product Development and Systems Operations and as General Manager of the mid-Atlantic Region at Mzinga, Inc. In this role, Mr. Pagán led the design and deployment of Mzinga's next generation SaaS and Cloud Strategy for their Global Learning and Social Media Products and Social Analytics Platform for global brand clients.

Mr. Pagán is the first Chief Enterprise Architect and Chief Information Security Officer simultaneously for the Commonwealth of Pennsylvania's Office for Information Technology, and provided enterprise solutions, standards and business strategy for 52 Agencies, Boards and Commissions under the Governor's jurisdiction with an annual recurring IT budget of \$2B.

The Commonwealth of Pennsylvania received the International Laureate Award for Excellence in Government for the Implementation of the Business Solutions Center of Excellence, a thought leadership think tank developed to advance technology in government operations. The Commonwealth of Pennsylvania also received the National Award for Excellence in Government from NASCIO (National Association for State CIOs) for their Initiative called, Operation Secure Enterprise, an effort architected and spearheaded by Mr. Pagán to address cyber-security needs in government operations. Mr. Pagán also served on the Federal Inter-Agency Advisory Board for smartcard standards. This effort was led by the Department of Homeland Security under the Presidential Directive - FIPS 201 that called for the creation of ISO specification standards in Identity Management and Smartcard Technology.

Chief Network Officer for Maryland State Department of Public Safety, Probation and Corrections, his responsibility was to manage the statewide criminal justice network and data center operations that provides support for all criminal agency organizations (i.e., Courts, Law Enforcement, FBI/NCIC, Attorney General's office, etc.). Jem Pagán also served on the Governor's Network Maryland Advisory Board, a legislative mandate to architect business and technology solutions for telecommunications, data communications cyber security and broadband networking.

Mr. Pagán holds a Bachelor of Science degree in Electrical Engineering from Morgan State University and a Masters of Science degree in Information Technology from the University of Maryland University College.



# Steven Kass – Business Transformation Expert

Mr. Kass joined the Flatiron team after enjoying a 30 year career on Wall Street, specializing in the alignment and re-engineering (people, process and technology) of organizational strategy and process. He has extensive experience interacting with all organizational levels (from C-suite/Board to line personnel) to develop, drive and implement corporate strategic solutions across all areas of business and functional areas. Mr. Kass has held positions at both corporate and group levels, driving global organizational transformations involving both organic and inorganic solutions.

Mr. Kass is currently an independent consultant, advising corporations and organizations across the Business Transformation Life Cycle: strategic planning, business/organizational modeling, roadmap development, global program management/implementation and sustainability.

Prior to consulting, Mr. Kass was with MF Global, a global agency-based broker providing execution and clearing services for exchange-traded derivatives, OTC derivatives and securities in the cash markets. He was a member of a Board appointed management team, selected to address the firm's highly publicized organizational weaknesses.

Throughout his 3½ years with MF Global, Mr. Kass built and directed the Corporate Program Office where he was responsible for the firm's global corporate strategy, M&A activity and strategic implementation efforts. Before joining MF Global, Mr. Kass spent 20+ years managing product, operations and technology within the financial sector for Investment Technology Group (ITG), The Bank of New York, Lehman Brothers and Bankers Trust.

Preceding graduate business school, Mr. Kass spent 2 years as an internal auditor, traveling the United States auditing building product distribution centers, paper mills and chemical mills for Georgia Pacific Corporation.

Mr. Kass received his B.S. degree in Accounting from the State University of New York at Binghamton in 1982, and his M.B.A. degree from the University of North Carolina at Chapel Hill in 1986, where he has served on the UNC Kenan-Flagler Business School's Alumni Advisory Council since its inception in 2006.

# Peter Vanderminden

Peter Vanderminden is a senior advisor to Flatiron Strategies and serves on its Thought Leadership Council. Mr. Vanderminden recently retired from Microsoft where he was the Industry Manager, Manufacturing & Supply Chain. He is a widely recognized thought leader in the “Internet of Things” (IoT) and supply chain management practices and is regularly invited to speak at industry conferences. Now, an independent consultant, he works with companies in the industrial manufacturing, transportation and health-life sciences sectors, helping them to develop enterprise architecture and innovation strategies to integrate physical and digital supply chains for IoT enablement.

Mr. Vanderminden also serves on the board of directors of APICS, the leading industry trade association for supply chain management best practices and certifications. Previously was secretary on the Supply Chain Council board and was Microsoft’s lead representative to the Industrial Internet Consortium (IIC) where he established Microsoft as a thought leader in technology for industrial IoT and digital supply chain operations.

While at Microsoft, Mr. Vanderminden led industry solutions business development for manufacturing and supply chain aligned to global accounts including: Avis-Budget, UPS, General Electric, Bosch, Ericsson, Pitney Bowes, Pfizer, Merck, Bristol Myers Squibb, Johnson & Johnson, and Becton Dickinson. He developed enterprise architecture and innovation strategies to drive strategic partnering leading to deployments of ERP/CRM systems, cloud based enterprise application platforms (big data, BI/predictive analytics, messaging) and SCADA/IoT/Embedded telematics systems for connected supply chain and manufacturing solutions. He established the Supply Chain Operations Reference (SCOR®) model as the standard for managing Microsoft’s worldwide physical and digital supply chains operations.

Prior to joining Microsoft, Mr. Vanderminden was Vice President at JP Morgan where he was the Technology Director of the Business Process Management Center of Excellence, leading a strategic initiative to implement a global shared services utility to support business process management workflow solutions across JP Morgan treasury and security services operations.

He holds an MBA, with Distinction, from Leeds University, Leeds, UK; a BS in Communications Science from RPI, Troy, NY and a post-graduate certificate in System Dynamics from MIT, Cambridge, MA. A Six Sigma Master Black Belt, his career spans 30 years of working in supply chain management, transportation, financial services, health/life sciences and computer software industries and has worked at companies such as GE, JP Morgan Chase, UPS and Pitney Bowes/MapInfo in addition to Microsoft.



# **Customer Engagement Use Cases**



**Contact:** David Handler

dhandler@centerview.com

<http://www.centerviewpartners.com/ourteammember.aspx>

## Centerview Partners

With offices in New York, London, San Francisco and Los Angeles, Centerview Partners is a leading independent investment banking and advisory firm. The firm provides advice on mergers and acquisitions, financial restructurings, valuation, and capital structure to companies, institutions and governments.

Scope: Provide research and market analysis of trends and disruptions in the technology industry. Provide strategic consulting services and technology assessments for Centerview clients.

**Goal:** Analyze and research technology sectors in support of strategic growth and acquisition opportunities in analytics, semiconductor and enterprise technology.

### **Solutions:**

- Competitive analysis
- Gap analysis and strategic roadmap
- Global market assessment with risk investment scenarios
- Competitive Competency Ratings

### **Results & Business Benefits:**

- Market valuation increase through research and analysis
- Acquisition strategy approved and execution phase commenced

# Strategic Evaluation Case Study: Business Strategy Consulting

Third Point  
Ventures



- Portfolio Assessment
- Strategic Consulting
- Market Research
- Go-to-Market Consulting

**Contact:** Robert Schwartz, Partner (Investor)  
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**Contact:** Richard Egan, VP Strategy and Business Development - Rubicon Labs (Portfolio)  
[egan@rubiconlabs.io](mailto:egan@rubiconlabs.io)



**Scope:** Analyze and support Rubicon Labs go-to-market strategy. Provide strategic consulting for Rubicon Labs future acquisition and OEM opportunities.

Support the development of Rubicon Labs communications plan and content for executive and technical audiences. The plan will include at a minimum, the development of strategic and technical responses, whitepapers, webinars and presentation content for partnership opportunities and customer acquisitions in alignment with Rubicon Labs business strategy, goals and objectives.

**Goal:** Analyze the IoT market and provide a strategic roadmap of opportunities for Rubicon Labs cybersecurity solutions for the IoT industry

## **Solutions:**

- Leverage Flatiron Strategies expertise to position Rubicon Labs for global partnerships and OEM relationships
- Provide support and development of Rubicon Labs IoT whitepaper series
- Leverage Flatiron Strategies expertise in cyber security to develop a competitive analysis for Rubicon Labs

## **Results & Business Benefits:**

- Rubicon Labs presents at the IoT World Congress in Barcelona, Spain
- Rubicon Labs completes its connected car whitepaper for the automotive industry
- Rubicon Labs introduced to opportunities in the 'connected car' market with leading global car manufacturers

# MOKO Social Media: Market and Investor Consulting Case Study

## Business Strategy



- Social Media Analysis
- Monetization Modeling
- Investor Relations
- Business Modeling

**Contact:** Ian Rodwell, CEO

[ian.rodwell@mokosocialmedia.com](mailto:ian.rodwell@mokosocialmedia.com)

**MOKO Social Media Limited** (NASDAQ:MOKO - ASX:MKB)



MOKO Social Media is a premier digital community builder of social media properties with highly targeted demographics:

**Students, Politics, Active Lifestyle & Millennial Women**

MOKO has differentiation in delivering platforms for College and High School students with exclusive perpetual rights to 950 of the top US universities, and more than 4,500 high schools

Scope: Providing the development of MOKO next generation business model and strategic content for executive and institutional engagements. The scope of services include the development of technical responses, whitepapers, webinars, presentations, partnership and customer acquisition opportunities. Phase II of this scope provides strategic relationship management of key financial services organizations to drive increased investment opportunities.

**Goal:** Provide strategic consulting services with the goal of increasing MOKO valuation by (10x) within the next 18 months.

## Solutions:

- Develop next gen business model for investor and customer engagements
- Providing relationship management for institutional investment community
- Develop whitepaper and presentation content for customer and investor engagements

## Results & Business Benefits:

- Completed business model and revenue analysis for investment opportunities
- Completed monetization model to support increased valuation
- Completed investor presentation for on going investment discussions

# Starwood Hotels and Resorts: Global Mobile Payments Consulting Case Study

## Mobil Payments



- Brand Promotion
- Product Innovation
- Event Management
- Demand Generation
- Market Capture

**Contact:** Geoffrey Bourne, VP of Global Digital Technology  
Starwood Hotels and Resorts

[gbourne@gmail.com](mailto:gbourne@gmail.com)

Currently CTO of [The Ladders.com](http://TheLadders.com)



The hospitality industry is poised to become the largest adopter of mobile payments. Smart devices in use by customers represents new opportunities in customer engagement and experiences for hotels

Scope: Research and analysis of the mobile payments industry with the express goal of providing a gap analysis of SPG's current mobile strategy and recommendations on the effective implementation of mobile payments in support of increased revenue opportunities, increased customer satisfaction and increased operational efficiencies.

**Goal:** Increase revenue, customer acquisition and operational efficiency through the development of a mobile payments strategy

### **Solution:**

- Provided a current state analysis of the mobile payments industry including the strengths and weaknesses of major providers
- Provided strategic adoption strategies to maximize on ROI and mitigate technology and operational risks

### **Results & Business Benefits:**

- Delivered mobile payments adoption strategy for SPG
- Completed analysis and recommendations based on SPG current technology infrastructure and current mobile payments proposals