

Initiative	Description	Type	Sponsor	Lead
Complete billing system review and associated payout impact	Review our existing billing system, scope issues/enhancements, assess the market and make a decision on where to invest, build/buy&integrate.	Scope	Robert Miller	Mary Earls
Compensation System	Evaluate and select a tool to streamline cumbersome annual process. Implement if possible in 2022.	Scope	Ben Goldstein	Mark Francher
End to End Client Experience	Evaluate end to end client experience across all business lines. Develop scope and initiatives focused on enhancing this experience. Determine where we are lagging and where we want to differentiate.	Scope	Scott Matheson Eddie Welch	Scott Matheson Eddie Welch
CAPTRUST National Footprint	Continue to assess opportunities to adapt current design, and promote innovation from all colleagues to meet the rapidly evolving needs of a larger, increasingly national workforce.	Scope	Fielding Miller	Ben Goldstein, Wilson Hoyle, Scott Matheson, Mike Vogelzang, Eddie Welch
Inclusion and Diversity 3.0	Execute on planned next steps as we continue expanding our commitment to inclusion and diversity, including additional manager training enhancements, a new mentorship program, evaluating additional ERGs, and expanding the I&D Council.	Execute	Scott Matheson	Mark Francher
Enhancing Client Reporting - Phase 1	Phased approach to move QRGs into Seismic. Phase one building out the platform, setting the foundation and building out the DC QRG.	Execute	Scott Matheson	Jennifer Doss, Rita Kiesler, Grant Verhaeghe
Shareholder Tracking	Assess, select and implement an effective shareholder tracking system using an outsourced vendor to reduce burden on Finance Dept.	Execute	Ben Goldstein	Mary Earls
MPI transition to IM, Performer transition to IM	Migrate off of MPI and Performer for all institutional performance reporting.	Execute	Scott Matheson	Jennifer Doss, Rita Kiesler, Grant Verhaeghe
Data Export Service Deprecation	Move from DES to Azure Synapse, migrate all processes using DES as data source. QRG, Invoicing, Power BI, etc.	Scope and Execute	Ben Goldstein	Jon Meyer
Portfolio implementation efficiency	Complete review of current systems/process. Decide on best platform for the future. Build out full scope to enhance processes, consolidate tools and functions.	Scope and Execute	Mike Vogelzang	Marc Hermer
Tax Services	Scope a national tax practice, review suite of tools and processes used by various offices and build a framework.	Scope and Execute	Eddie Welch	Mark Feldman
Lead Generation	Evaluating existing lead gen platforms (Custodians, Zoe, Smart Asset, LendingTree, Web, Bridge, etc) and investing in what's working.	Execute	John Curry	Frank Bub
Packaging and Promotion	Packaging and Promotion - UHNW/FOS Service, creating and educating on pitch materials and other collateral.	Execute	Eddie Welch	Frank Bub
Family Office Service Construct	Finalize construct for FOS delivery (Advisor centric vs Office centric). Define scope around onboarding, offboarding, invoicing, and servicing.	Scope and Execute	Eddie Welch	Nick DeCenso
Scaled investment solutions for Alternatives	Develop sales strategy and drive new revenue in UHNW/E&F/Wealth segments.	Scope and Execute	Mike Vogelzang	David Hood
COE to execute on new Alternative offerings strategy	Build a first-class alternatives platform across institutional and wealth management. Identify and select tool(s) necessary for successful management.	Scope and Execute	Mike Vogelzang	David Hood
Data Governance	Implement a data help desk and processes to streamline resolving report and data issues as well as manage bulk edits and new requests.	Execute	Robert Miller	Kyle Gaul
Process Engineering	Enhance our process mapping, implementation and closure percentage (to 75%) of process improvements. Continue the Lean Champion program.	Execute	Robert Miller	Kyle Gaul
OCIO Execution	Create operational processes that define roles, responsibilities, manage risk and increase scale. Onboarding new clients and acquisitions, formalize trading and reporting processes.	Execute	Scott Matheson	Grant Verhaeghe
Innovation Day	Scope specific projects from the four 2021 Innovation Day finalists for NPI to assess opportunities and prioritize implementation. Execute on 2022 Innovation Day	Scope and Execute	Scott Matheson	Kyle Gaul