

My vision:

„Leveraging relevant long-year responsibility in line management functions of a COO based on a consulting toolset enriched with broad cross industry network to turn your (digital) challenges into success.“

*Roland Kropf – Experience based leadership on your change journey towards the (digital) future.*

Vienna, 2018

# Value proposition

*Best practices from classical industries & startups create tangible benefits for both*

Make change HAPPEN to next maturity level

Corporates



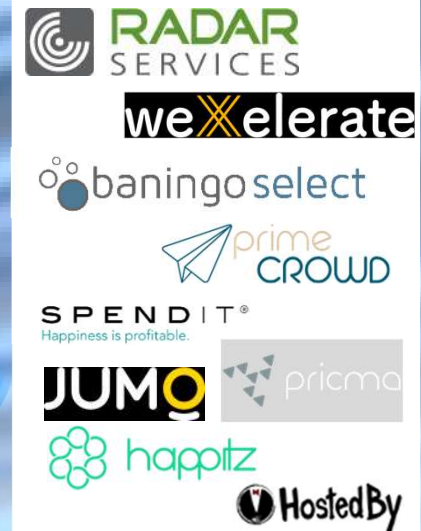
- Leverage network
- Understand regulatory requirements
- Apply operating model best practice

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Consulting &  
Interim Management

- Innovate business
- Reduce time-to-market
- Attract and motivate people

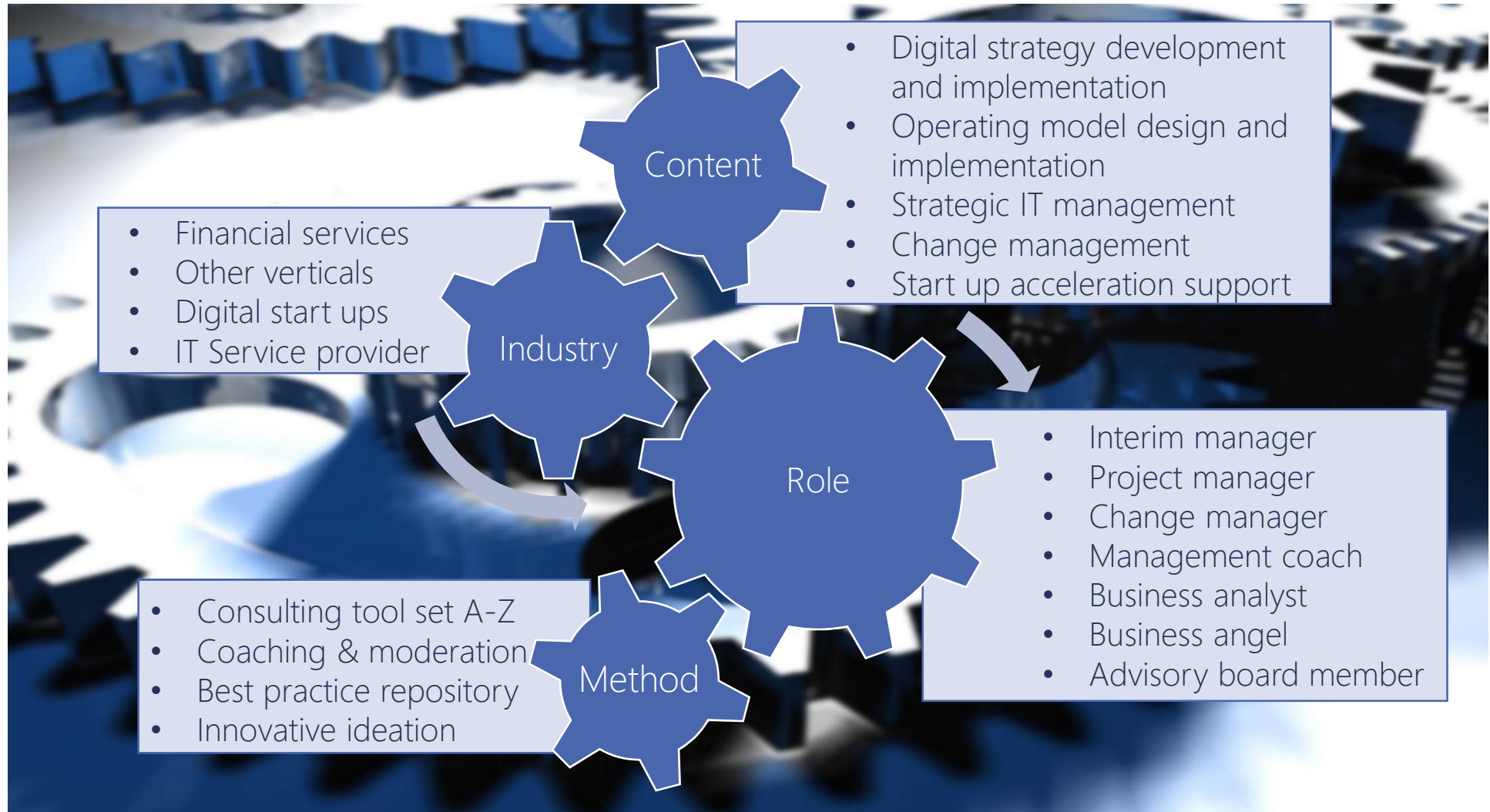
Start up



Make change HAPPEN towards digital

# Service Offering Overview

*The service offering is based on my >20 years Industry and consultancies experience: Consulting tool- and mind-set proven in senior management line functions*



# Service Offering – Content

*Digital Strategy Development*

- Digital strategy development and implementation
- Operating model design and implementation
- Strategic IT management
- Change management
- Start up acceleration support

## Task Break Down (Excerpt)

- Industry & competitor analysis
- Digital SWOT
- Digital readiness assessment
- Digital ideation
- Digital portfolio scoring
- Digital road mapping
- Digital culture design
- CDO operating model and governance set up

Content

## Credentials (Excerpt)

- Large international Bank in Europe: Development of digital strategy for corporate and real estate business
- Large national bank in Germany: Avoidance of paper based customer signatures by introduction of sign pads

## My Value Proposition

- Having seen first hand digital roadblocks in established corporates, as well as ways to remove them, basis for **overcome resistance to digital change**
- Knowing how to get rid of digital hurdles and **deliver tangible digital results**
- Understanding where „digital,“ is heading to and which Fintech market player are promising and open for cooperation, result in **short cuts to select partner**

# Service Offering – Content

*Operating model design and set up*

- Digital strategy development and implementation
- **Operating model design and implementation**
- Strategic IT management
- Change management
- Start up acceleration support



## Task Break Down (Excerpt)

- Sourcing/location decision
- International operat. models
- Governance
- (responsibilities, steering)
  - Processes
- Business continuity- and crisis management
- Regulatory Management (wg. Living will, AQR, MIFID II)

## Credentials (Excerpt)

- Large bank in CEE: Transaction banking and large corporate banking ops model design
- 3 banks in Luxembourg: Design of joint operating model for private banking business
- Several bank in EU: Design of operating model for data mgmt

## My Value Proposition

- Through personal expertise in all key operating model dimensions (people, process, IT, governance) only design of feasible operating model alternatives
- Reducing project duration by leveraging on personal lessons learnt in >10 operating model design activities
- With understanding of business and regulatory requirements across customer segments not only increasing efficiency but also decreasing regulatory risk

# Service Offering – Content

*Strategic IT Management*

- Digital strategy development and implementation
- Operating model design and implementation
- **Strategic IT management**
- Change management
- Start up acceleration support

## Task Break Down (Excerpt)

- Offshoring location & outsourcing decision preparation
- Software selection
- CIO office set up
- IT governance design and implementation
- Project portfolio management set up
- Complex project mgmt



Content

## Credentials (Excerpt)

- Large international Bank in Europe: Development of Operating Model (Governance, Process, tools) for Holding CIO
- Large national bank in Germany: Development of classic and agile project development methodology

## My Value Proposition

- Not only theoretically knowing strategic IT management but having performed strategic IT management as CIO, I can contribute **short cuts and avoid pitfalls** to sustainably setting up IT services
- Due to my track record with institutions known for their pragmatic approaches, **focus is on execution**
- Understanding business as well as IT, solutions are delivered **to overall optimize the corporate value-add**

# Service Offering – Content

## *Change Management*

- Digital strategy development and implementation
- Operating model design and implementation
- Strategic IT management
- **Change management**
- Start up acceleration support

### Task Break Down (Excerpt)

- Change readiness assessment for change events
- Change management
- planning for change events
- Change method set up
- Communication
- Training Development
- Organisation Design
- Leadership coaching
- Moderation

Content

### Credentials (Excerpt)

- Large international Bank in Europe: Development of Operating Model (Governance, Process, tools) for Holding CIO
- Large national bank in Germany: Development of classic and agile project development methodology

### My Value Proposition

- Based on own developed and executed method making change management delivering tangible results
- >30 years change experience (first training in 1986) will assure calm management of activities with focus on what provides most impact on change targets/firm
- Understanding both change target and change triggers point of views (based on personal experiences) allows reduction of performance loss during change journey



# Service Offering – Content

*Start up Acceleration Support*

- Digital strategy development and implementation
- Operating model design and implementation
- Strategic IT management
- Change management
- **Start up acceleration**

## Task Break Down (Excerpt)

- Business plan development
- Press article placement
- Network partner selection
- Business development with access to customer mgmt
- Business model design
- Mature operating model set up and run
- Access to finance (equity, loan)
- White paper production

Content

## Credentials (Excerpt)

- German Fintech  
Introduction of service offering to bank management with agreed follow up
- German Health Start Up  
Fixing of press articles on start up in media in Austria
- Austrian start up  
Outlining operating model

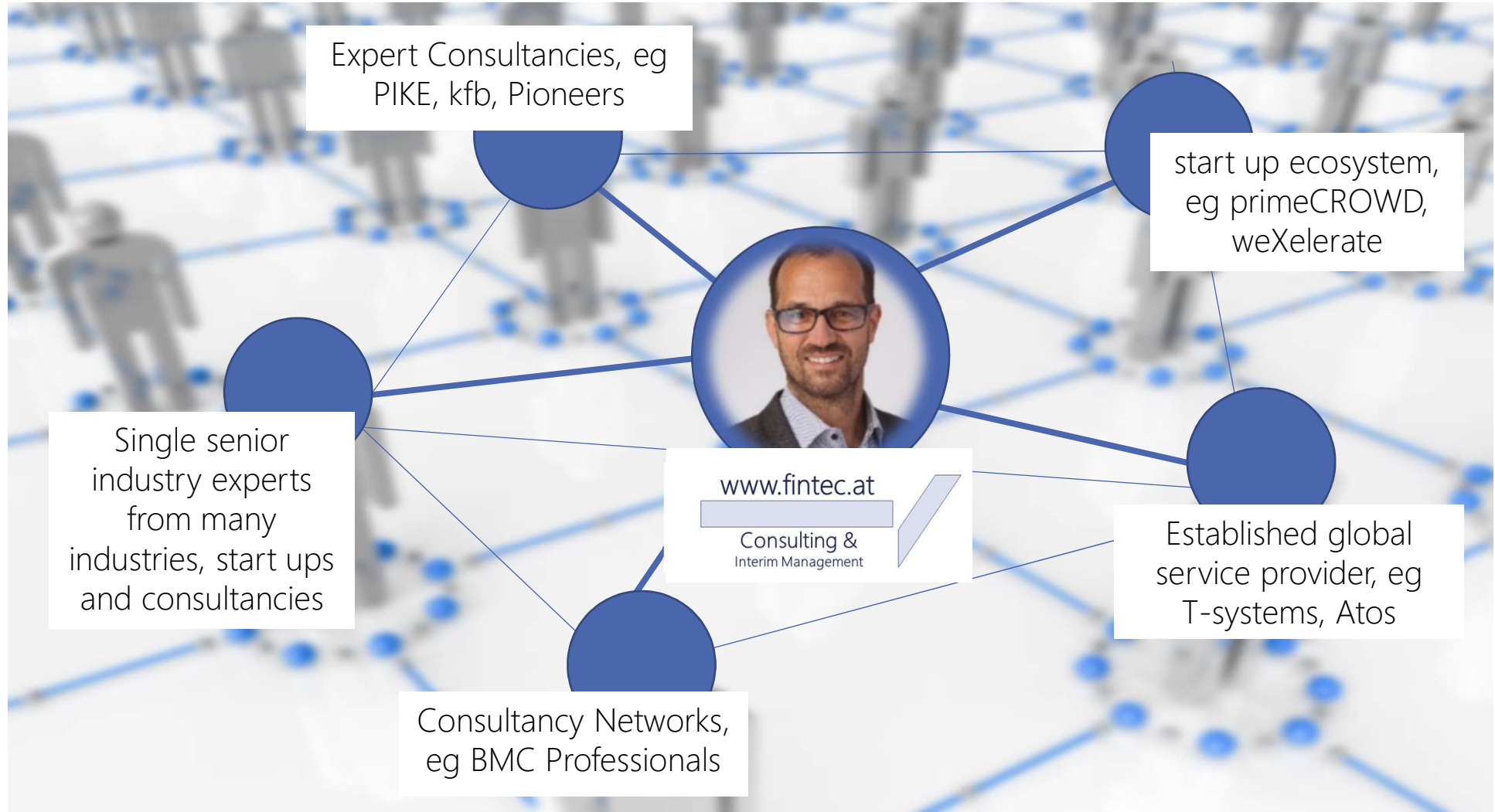
## My Value Proposition

- My understanding of operating-, business models and regulatory requirements of established corporates is basis for blueprint to **give growing start ups a structure**
- My broad network in central Europe allows start ups with promising value propositions to **directly access senior management** level for sales and cooperation
- Support in formal roles increases **credibility for external stakeholder** as partner, customer , banks



# Delivery Model

*Your service delivery is assured by a relationship-based network of mature service professionals*



*Roland Kropf – Experience based leadership on your change journey towards the (digital) future.*

# Introduction Roland Kropf, managing director of Fintec GmbH

*Knowing more about your service partner establishes trust for the joint way forward*



AQR: Asset Quality Review of ECB, C&RE: Corporates&Real Estate, CEE Central East Europe, CIO Chief Information Officer, FTE: Full time Equivalent, FX: Foreign Exchange, L: Line Responsibility, P: Project Responsibility, CEEPWC: Pricewaterhouscoopers, y years

# Contact Details

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*"Experience based leadership on your change journey towards the (digital) future."*

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