James Kershaw

Partner Customer & Commercial Transformation

Strategy, Leadership & Innovation

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James Kershaw has over 20 years experience as a retail banking and payments expert, helping market-leading banks across the consumer, SME, premium and wealth segments to innovate and digitally transform.

He has honed his commercial acumen across a spectrum of roles and specialises in injecting new strategic direction that advocates customer focus and drives sustainable value in the face of unprecedented disruption. With a strong background in project and people leadership, James energises teams - bringing everyone together to execute efficiently and effectively.

James supports you in making the right tactical decisions as technology, customer expectations and the regulatory landscape rapidly shifts. He has led multiple strategic growth initiatives, product innovations and portfolio management solutions across the UK, Europe and US.

James has proven experience of helping a range of clients to address these complex business challenges, including payment schemes, large retail banks, tier 2 banks, as well as challenger banks, FinTech's and other new entrants.

His areas of focus are:

- New venture development/ scale-up
- Voice of the customer programmes
- P&L/portfolio optimisation
- Business transformation (Lean six sigma accreditation)
- Proposition development
- Go-to-market strategies
- Analytics and financial modelling

James brings a high degree of personal commitment to all projects and is extremely results-orientated. However, he also believes in supporting colleagues to ensure that the journey is as rewarding as the destination.

Key achievements include:

- *Go-to-market strategy for a suite of new global payment initiatives*
- *Bespoke Voice of the Customer (VOC) programmes, designed to shape business strategy and transformation projects*
- *Strategic launch of a new lending business for a challenger brand looking to enter the revolving credit market*
- *Numerous market evaluation and entry strategies for driving incremental revenue growth*
- *Led several product/portfolio optimisation projects, to improve business ROI metrics and customer outcomes*
- *Validation of new business ventures in the fintech space*

"James is an ambitious executive with an infectious 'can do' attitude and a proven track record of taking accountability and delivering against stretching targets"

James Kershaw is part of a multi-disciplinary team of strategy, execution and growth experts.

Think

Our Strategy, Leadership & Innovation team are experts in helping clients develop successful digital strategies

Execute & Grow

Our Optimisation & Delivery team are experts in helping clients successfully execute their digital strategy and grow.

- **End-to-end or specific needs**. Our team is structured to provide the exact skills you need
- **A 'think + do' approach**. With expertise, methods and networks to rapidly deliver tangible business benefits
- **A collaborative, pragmatic, and flexible culture**. Sharing insights and expertise to bring the best to our clients

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