

Dr Joerg RUETSCHI



Value-creation specialist with focus on transformative technologies

Introducing author, executive, entrepreneur and investor Dr Joerg Ruetschi, who specializes in building, growing and transforming businesses.

Dr Joerg Ruetschi is a specialist in turnaround and value creation at the intersection of finance and technology. He has been working with financial institutions, technology companies, private equity and venture capital firms for almost 20 years. Joerg's core professional interests have been in building, growing, and transforming businesses through delivering comprehensive end-to-end solutions from strategy through execution.

After beginning his career investments and quantitative analysis, Joerg gained a PhD in Finance before spending 10 years in investment banking at Goldman Sachs and alternative investments at StepStone Global with focus on assetliability management and asset restructuring. He joined Booz & Company (now Strategy& as part of the PwC network) to lead the advisory proposition for bank restructuring and the broader transformation agenda of financial institutions, before working on its Deal Advisory platform with focus on operational restructuring and M&A in financial services. He set up his own independent platform, Evolve Enterprise Solutions (EES), in 2019 to fully focus on transformative technologies and driving the broader change and growth agenda of organisations.

Joerg has led the commercialisation, reorganisation and integration of emerging technologies, assuming executive roles in artificial intelligence and enterprise software businesses. He led a number of transformation mandates with financial institutions across Europe, the Middle East and Africa, implementing performance improvement initiatives and technology solutions and change initiatives..

Joerg has a dedicated technical background in value creation, restructuring, and finance, including in addition to his PhD, the Certified Turnaround Professional (CTP), Chartered Financial Analyst (CFA), and Financial Risk Manager (FRM) designations.

SUCCESSFUL AUTHOR

In his latest book, *Transforming Financial Institutions*, Joerg outlines his experienced-based methodology for value creation to help leaders and decision makers bring financial institutions back to growth. It examines the post-crisis landscape of higher capital requirements, regulatory scrutiny, and emerging technology innovations to set out a roadmap for the future of the industry.

While the book looks at deregulation, complexity and risk factors that are specific to the financial sector, it also explores emerging technologies that are fundamentally transforming operating platforms and the decision making frameworks across all industries. The incoming technology agenda has the potential to re-innovate the industry and put it back on a growth path. However, this requires substantial investments and the break-up of the industry's existing organisational structures.

Transforming Financial Institutions outlines the building blocks that lead to an applicable value creation framework and set the foundations for a successful digital transformation project. The book introduces several technological innovations that will shape the future of commercial success. Written in two parts, it first covers the core concepts and managerial fundamentals of transformations, while the second demonstrates how these managerial fundamentals are applied in practice.

***Transforming Financial Institutions* is out now, published by Wiley.**

For further information, a review copy of *Transforming Financial Institutions* or an expert comment or guest article from Joerg Ruetschi, please contact:

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- » **Media-friendly finance, technology and digital transformation specialist**
- » **Expert in the implementation of emerging technologies, including AI and blockchain**
- » **Led major transformation projects for financial institutions around the world**
- » **Author of *Transforming Financial Institutions*, published by Wiley in February 2022**

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:

Joerg Ruetschi is an experienced and highly engaging speaker and is available to speak about a range of topics, including:

■ The emerging technologies that are set to shape the future of business

■ Incumbents v Challengers: Who will win in the long-term?

■ 5 reasons why digital transformation projects fail to create value

■ Interventions to get transformation projects back on track

■ How to create the right company culture for a successful digital transformation

■ CX culture: How to put Customer Experience at the heart of a complex transformation

■ The key role of ESGs and sustainability in digital transformations

■ What does the future hold for the fintech industry?

■ How open architecture, artificial intelligence and blockchain impact financial services?

■ What other industries can learn from the transformation of financial institutions