



# Gerd Schenkel

Bio

[linkedin.com/in/gerdschenkel/](https://www.linkedin.com/in/gerdschenkel/)



BGA Digital

## Management Consulting

**BGAD Consulting** – Sydney, Dubai, New York

- Managing Director

**Kearney**

- Senior Adviser - United Arab Emirates
- Senior Partner - Australia/ New Zealand

**Partners in Performance** – Australia/ New Zealand

- Director (Partner)

**The Boston Consulting Group** – Sydney, Los Angeles, New York

- Project Leader

## Education

**Columbia Business School** – New York

- MBA, Finance

**University of Stuttgart** – Stuttgart, Germany

- Master of Science, Mechatronic Engineering

**Northwestern University** – Chicago, USA

- Visiting Scholar, Mechanical and Mechatronic Engineering

**University of Sydney** – Sydney, Australia

- Visiting Scholar, Robotics

## Executive

**Tyro Payments** – Australia - *CEO*

- Largest non-major bank acquiring payments provider in Australia
- Established growth platform: rebuilt executive team, doubled sales, digitized processes, launched lending product

**Telstra** – Australia - *Executive Director Telstra Digital*

- Established and led new digital division: rebuilt all digital sales and service channels and grew to ~90% of customer interactions, ~80% of service transactions and ~20% of sales
- Established and led enterprise digital transformation agenda
- Launched BELONG (low-cost subsidiary)

**UBank** – Australia - *Founder and CEO*

- Established award-winning independent digital subsidiary bank and grew to ~\$20b balance sheet

**National Australia Bank** – Australia - *General Manager, Customer Strategy and Analytics*

- Created new business unit and (re)launched all services to all business units

**Citigroup** – Australia - *Director Strategy*

**BankWest** – Australia - *Chief Manager Strategy*

## Non-executive

**Helia (ASX.HLI)** – Australia - *Non-executive Director*

- Member Remuneration and Audit Committees

**Credit Clear (ASX.CCR)** – Australia - *Chairman*

**Australian Government** – Digitization Taskforce - *Appointed member*



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## Management Consultant



BGA Digital

### Services covered

#### Financial Services

- Retail Banking
- Business Banking
- Insurance
- Payments
- Fintech

#### Strategy

- Strategy development
- New market entry
- Customer profitability
- Performance improvement
- Cost reduction
- Operating model, incl. agile

#### Execution Support

- Transformation planning
- Transformation operating model
- Program health check
- Program rescue

#### Consumer Services

- Telco
- Retail
- Consumer Goods

#### Product & Innovation

- Innovation operating model
- Proposition and Product design
- Customer journey innovation

#### Data & Analytics (AI)

- AI program development
- Analytics operating model
- AI use case development

### Selected Credentials

#### Executive

- Founded **UBANK**, a digital bank subsidiary, and grew to ~\$20b balance sheet
- Built and managed a comprehensive set of digital sales and service channels and grew to ~20% of sales and ~80% of service interactions for **Telstra**
- Created and led enterprise digital transformation program for **Telstra**
- Launched **BELONG**, a digital telco subsidiary
- Re-launched and managed **NAB's** customer data and analytics service, to triple sales outcomes
- Led the growth of **Credit Clear**, a listed digital debt collector, from <1m revenue to over \$30m

#### Management Consulting

- Deployment of AANI, a new national real-time payments platform – *Central Bank of United Arab Emirates*
- Using AI to optimize customer profitability – *Entertainment, Malaysia*
- Mortgage process improvement – *Retail Banking, Australia*
- Reframed large scale outsourcing contract portfolio – *Telco, Global*
- Designed (agile) operating model – *Retail, USA*
- Digital bank execution support – *Banking, Philippines*
- Transformation program design and execution support – *Consumer goods, New Zealand*
- Designed new digital customer engagement platform – *Consumer Banking, Australia*
- Created JV between Pfizer, Microsoft and IBM for digital prescribing – *Healthcare, USA*

### Selected Publications

- Kearney: "[Ensuring success of complex transformations](#)"
- Kearney: "[Agile Operating Models, the Kearney Velocity Code](#)"
- Australian Financial Review: "[Chanticleer: Lessons from forced CEO exits](#)"
- The Australian: [Credit Clear IPO](#)
- The Australian: [Telstra's digital transformation](#)
- Journal of Robotic Systems: "[Passivity of a class of sampled-data systems](#)"