

CURRICULUM VITAE



Gayemarie Brown

Verified Expert in Management Consulting

Management Consulting Expert

Newton, MA, United States

Topical member since September 30, 2022

EXPERTISE

Growth Strategy

Business Plan Consulting

Fintech

Startup Consulting

Pitch Deck Consulting

Fundraising

M&A

Financial Modeling

Due Diligence

Bio

Gayemarie is a management consultant, fractional COO, and strategist with 25+ years of experience at global firms. She specializes in digital transformation, AI (agentic, generative, data), large-scale organizational change, strategic planning, board succession, and technology adoption. A sought-after advisor in AI readiness, strategy, data, operations, organizational change, and martech, Gayemarie has led programs exceeding \$500 million in strategic advisory and leadership roles.

Career Highlights

Program Executive | Lead Strategist

Wintam Place Consulting

Director: Digital & Innovation

Deloitte

VP: Digital Transformation

TD Bank Group

Education Highlights

Master's Degree (MBA)

Brock University

Certification Highlights

Artificial Intelligence: Implications for Business Strategy

Massachusetts Institute of Technology

Industry Expertise

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- Business Services
- Management Consulting
- Advertising & Marketing
- Banking
- Credit Cards & Transaction Processing
- Venture Capital & Private Equity
- Healthcare Services
- Music Production & Services

Other Expertise

- Business Plan Consulting
- Business Strategy
- Growth Strategy
- Innovation Strategy
- Joint Venture Development
- Mergers & Acquisitions (M&A)
- Program Management

Work Experience

CC INVEST | Stock Advisor

- 2020 – PRESENT Dedicated on trading platform, using technical and fundamental instruments, to bring the best possible performance for our traders.
- Managing portfolios over \$950K on financial markets for European Investors.
Managing portfolios over \$1.4M on financial markets for British Investors.
- Personal dedication and advices on supporting the growth of our Investors funds, using financial plan over time and risk management.

Consulting Practice Leader | Strategic Advisor

2023 - PRESENT

Perkins Access Consulting

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- Created and expanded consulting practice working with private and public companies.
- Hired and trained consultants in market research, new business development, digital, and AI, including generative and agentic AI experts.
- Developed a 3-year strategy for the Board that included national and global expansion.
- Introduced new business model, contractual and operational model, systems implementation, and organizational structure.

Focus areas: Strategy, UX Strategy, Organizational Design, Organization Assessment, Market Research, Board Decks, Growth Strategy, Marketing

Program Executive | Lead Strategist

2016 - PRESENT

Wintam Place Consulting

- Led the strategy, business case development, and road map to launch a new organization, products, and services leveraging cloud, SaaS, AI, and ML capabilities, sunsetting existing technologies while rebuilding and rebranding the spin-off.
- Facilitated workshops on the impact of exponential technologies such as AI, ML, AR/VR, and cloud on their existing business, specifically communications, content creation, print, digital, and media divisions.
- Identified companies in the scale-up/startups working with VCs/PE for deal sourcing and origination, LOI creation, due diligence lead for operational synergies, HR and technology, APA negotiations, and post-merger integration oversight.
- Served as program lead to create the growth strategy, business case, and road map to launch new organizations leveraging cloud, SaaS, AI, and ML capabilities, sunsetting existing technologies while rebuilding and rebranding the new entity.
- Led the 3-year business transformation strategy for a global fintech company undergoing a digital transformation focused on migrating legacy data systems and product models to a SaaS-based organization focused on cloud, analytics, and AI.
- Led the business case, road map, and divestiture of a \$300 million entity to reinvest funding required to transition from a services-based company to a PaaS

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company focused on identity management, specifically cloud, ML, and data technologies.

Focus areas: Mergers & Acquisitions (M&A), Business Strategy, Growth Capital Raising, Business Plan Consulting, Startups, Digital Transformation, Due Diligence, Artificial Intelligence as a Service (AlaaS), Board Decks, Organization Building, Startup Consulting, Ecosystem, Google+, Amazon Seller Central, Joint Venture Development, Innovation Strategy, Partnerships, M&A (Buy-side), Strategy, Board Reporting, Organization Assessment, Fundraising, Pitch Decks, Pitch Deck Consultant, Financial Modeling, Social Media Platforms, Music Streaming, Public Speaking, Blockchain & Cryptocurrency, Decentralized Finance (DeFi), Workshop Facilitation, Integrated Program Management , Fintech, Business Coaching, Succession Planning, Strategic Planning

Director: Digital & Innovation

2013 - 2016

Deloitte

- Led a “venture fund” working with startups from MVP to product development identifying “spin-offs” of new cost of sales. The mandate was to launch new products that were revenue positive within three years/net gain of \$30 million.
- Led the launch and design of global Innovation Labs US, Canada, Australia, and UK/Europe leading to new product launches focused on cloud, Machine Learning, AI, and blockchain driving \$100 million in new revenue.
- Led the strategy, business model, and design for Deloitte’s digital transformation to transform lines of business and business models across consulting, financial advisory, enterprise risk/cyber, tax and audit. Mandate: A 40% portfolio refresh.
- Delivered strategic planning for global clients in high-tech, software, and robotics focused on cost optimization, revenue growth, and program oversight; business case development, road map, and program management.

Focus areas: Joint Venture Development, Innovation Strategy, Digital Transformation, Artificial Intelligence (AI), Machine Learning, Business Model Canvas, Business Strategy, Workshop Facilitation, Growth Strategy, Due Diligence, Artificial Intelligence as a Service (AlaaS), Board Decks, Organization Building, Startup Consulting, Ecosystem, Google+, Mergers & Acquisitions (M&A), Partnerships, M&A (Buy-side), Strategy, Board Reporting, Organization Assessment, Fundraising, Pitch Decks, Pitch Deck Consultant, Public Relations (PR), Public Speaking, Blockchain & Cryptocurrency, Decentralized Finance (DeFi), Integrated Program Management , Strategic Planning

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VP: Digital Transformation

2009 - 2013

TD Bank Group

- Led a \$500 million+ North American digital transformation program across all lines of business, including retail, wealth, commercial, and investments arms of the bank focused on omnichannel, customer experience, and digital transformation.
- Accountable for a multi-year implementation focused on omnichannel, mobile, machine learning, and analytics. Led the build of three new organizations across North America for customer experience and digital.
- Managed Major Vendor Strategic Management and Contract Executive Technology Partners (i.e., IBM, Google, Cisco, AWS, Microsoft, Salesforce), including contract review and implementation.

Focus areas: Integrated Program Management , Partnerships, Program Management, Artificial Intelligence as a Service (AlaaS), Board Decks, Organization Building, Ecosystem, Mergers & Acquisitions (M&A), Strategy, Board Reporting, Organization Assessment, Workshop Facilitation, Fintech, Business Cases, Business Coaching, Succession Planning, Strategic Planning

Managing Principle

2005 - 2008

CAPCO

- Served as program lead for developing and deploying a disruptive alternative trading system focused on data acquisition and AI algorithms designed to optimize trades and disrupt traditional money transfer and stock exchange systems.
- Led the strategy, business case, and launch of a high-profile joint initiative between Royal Bank of Canada, CIBC, TD Bank, and National Bank to build an alternative, disruptive digital trading system (Alpha Trading Systems).
- Led the build of the newco, including hiring staff, office and operations build, organizational design, board structure, and advisory.

Focus areas: Capital Markets, Digital Transformation, New Business Ventures, Program Management, Partnerships, Strategy, Board Reporting, Organization Assessment, Public Relations (PR), Public Speaking, Workshop Facilitation, Integrated Program Management , Fintech, Strategic Planning

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Education

1990 - 1994

Master's Degree (MBA) in Business Administration and Political Science

Brock University - St. Catharines, Ontario, Canada

Certifications

MAY 2022 - PRESENT

Artificial Intelligence: Implications for Business Strategy

Massachusetts Institute of Technology

MAY 1989 - PRESENT

Bachelor Business Administration

Brock University

Skills

Finance

Mergers & Acquisitions (M&A), Fundraising, Growth Capital Raising, M&A (Buy-side), Financial Modeling, Due Diligence, Market Research

Industry Expertise

New Business Ventures, Capital Markets

Other

Business Strategy, Innovation Strategy, Artificial Intelligence (AI), Business Model Canvas, Workshop Facilitation, Growth Strategy, Business Plan Consulting, Startups, Integrated Program Management, Program Management, Fintech, Ecosystem, Business Cases, Strategy, Digital Transformation, Startup Consulting, Pitch Decks, Pitch Deck Consultant, Social Media Platforms, Public Speaking, Blockchain & Cryptocurrency, Strategic Planning, Google+, Joint Venture Development, Machine Learning, Partnerships, M&A Strategy, Artificial Intelligence as a Service (AlaaS), Board Reporting, Organization Assessment, Key Performance Indicators (KPIs), Artificial Neural Networks (ANN), Music Streaming, Public Relations (PR), Decentralized Finance (DeFi), Business Coaching, Amazon Seller Central, CRM APIs, Organizational

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Design, CX Strategy, Google Cloud, Cloud Security, Merger Benefits, Board Decks,
Organization Building, Succession Planning, UX Strategy, Marketing