



ANTHONY RJEILY

Partner, National Leader Digital Transformation & Innovation
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BACKGROUND

Anthony is a partner in Ernst & Young leading the Canadian Digital Transformation and Innovation practice.

Anthony leads EY's most complex digital transformation programs for clients that are looking to drive growth through digital engagement, transform the enterprise through digital enablement and create disruptive innovation capabilities.

He has over 25 years of management consulting and technology experience having worked in multiple industries and on a global basis.

A select representation of Anthony's clients includes JPMC, Desjardins, Hewlett Packard, Alcan (now Rio Tinto), UPS, NCR and USAA.

Anthony is also an active investor and advisor to Fintechs.

Anthony has a B.Comm in Accounting from the Université du Québec à Montréal.

SELECTED EXPERIENCE

- Advisor to the OpenBanking strategic initiative of a Canadian bank. The scope of the initiative included assessing the data, technology, compliance and security environments required to get the bank ready for OpenBanking.
- Led the customer experience transformation program for the wealth management and retirement services business of a Canadian financial institution. The scope of the engagement include the design of a new customer experiences, a new operating model, the design and development of the UI/UX and the data and technology architecture.
- Led the design and development of a Roboadvisor platform for a global asset management firm. The scope of the engagement included the assessment of an acquired Roboadvisor platform, the redesign and development of the customer experience, the definition of business and technical requirements and the technical integration of the platform to the firm's back end systems.
- Advised on the assessment a CRM data and technology strategy and roadmap for a global Bank. The scope of the engagement included the development of a strategy, operating model, business and technology architecture to enable the account relationship managers with a new sales enablement platform.
- Led the design and development of a new Mortgage/HELOC customer experience for a US-based regional bank. The scope of the engagement included defining customer personas, gathering customer insights, assessment the current customer experience, designing a new Mortgage/HELOC customer experience, identifying the key process, people, data, technology, compliance and governance enablers required to design,

develop and roll-out the new customer experience across on-line and off-line channels.

- Advised a global asset management firm on the customer on-boarding experience. The scope of the engagement included the design of customer personas, the design of a new customer on-boarding experience and the identification of the required capabilities across process, data and technology areas.