

Edge Consultancy to Host Digital Transformation Conference for Financial Institution Leaders

Recognized Industry and Technology Experts to Offer Pragmatic Strategies to Successfully Navigate Accelerating Digitalization of Banking at Invitation-Only Event

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Edge Consultancy, a strategic advisory firm created and run by proven operators in the industries being disrupted by digitization, announced today that it will hold its first Digital Transformation Conference Sunday, October 7 to Monday October 8, 2018 in Orlando Florida. The invitation-only Edge Conference is unique in that attendees will be exclusively from top performing financial institutions and will hear from media and retail commerce experts on how they are dealing with new entrants such as Netflix and Amazon and hear practical lessons that can be applied to financial services. The Conference is designed for executive leadership teams, focusing on the impact of accelerating digitization on financial institutions and technologies that can help the industry navigate forward.

Edge Consultancy is known for offering unique and pragmatic solutions to help top performing organizations and leaders navigate the digital disruption occurring in the Financial Services, Media and Digital Commerce industries. The company's objective is to improve performance, comply with regulations, reduce costs, increase market relevance, improve community engagement, leverage technology, and stimulate growth.

The Edge Conference comes at a crucial time:

85% of enterprise decision makers believe they have two years to integrate digital initiatives before falling behind competitors.

Digitization of the business world, surrounding Payments, Fraud, Cloud Opportunities and Digital Engagement, is increasingly disruptive to financial institutions.

Community banks and credit unions are especially challenged to create the digital strategy for their institution and find the people resources to get the job done.

The recognized industry and technology leaders selected to present at the conference will provide provocative, but realistic, strategies on how to successfully navigate the digital transformation of the banking industry. Attendance at the conference is by invitation only, ensuring that the focused audience will have a unique opportunity to communicate openly about how to solve their specific challenges.

"The digital world and Internet of Things is disruptive and will continue to transform the internal and external workings of all financial institutions, so it is imperative for those of us in the financial services world to be truly digital," said Ray Seefeldt, Managing Director of Edge Consultancy. "The seasoned experts at the Edge Conference have proven experience in leading companies through disruptive and transformational times and they will provide a framework for a bank or credit union not just to survive, but to thrive in this dynamic environment."

Designed to provide day-one actionable information, each of the sessions and panel discussions in the fact-based, focused conference will feature experts in all aspects of digital transformation. Unique speakers will discuss the latest technologies, and share lessons learned from other industries that can be applied to banking.



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“Financial institutions that do not have informed leadership will not survive the industry’s digital transformation, especially as new entrants force heritage players to fight to stay relevant,” said Santo Cannone, Lead Advisor of Edge Consultancy. “The good news is that there is an opportunity create opportunity from chaos by applying knowledge about how other industries are dealing with new competitors - for example, how media companies are addressing Netflix, and how retailers are dealing with Amazon.”

For more information, or to apply for an invitation to attend the Edge Digital Transformation Conference, please visit <http://edgeconsultancyllc.com/>.

About Edge Consultancy

Edge Consultancy helps clients in Financial Services, Media and Digital Commerce industries improve performance, comply with regulations, reduce costs, solve problems, leverage technology and stimulate growth. Owned by **Black Dragon Capital**, a private equity fund focused on growth investments, particularly in digital commerce, financial services and media technology, Edge Consultancy teams with clients to deliver sustainable and measurable results and extract the maximum value from their products, services and ideas. Edge Consultancy is hosting a series of digital transformation “unconferences” that are developed to be unique in the industries they serve. Please visit <http://edgeconsultancyllc.com/> for more information.

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