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Your Problem Solvers Brand Theme

OVERVIEW: A brand theme creates a consistent message, look, and feel, making our brand memorable. We aim to create a new campaign every year to maintain recognition and relevance. It reflects who we are, what we believe, and helps build a positive, lasting impression—keeping us top of mind when our audience is ready to buy.

THE CONCEPT: “Your Problem Solvers” brings to life our approach, focusing on what we do. It highlights **Common Business Problems** and how we solve them, **Our People as Problem Solvers**, and **Tailored Solutions** through client stories.

VISUAL IDENTITY: Shapes and silhouettes that illustrate our approach to problem solving. Colorful, playful, dynamic – and shows problem-solving in action.



What We Shared on Social

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What's Your Problem?
We talked to our experts about some common business problem areas they see today. Here are their recommended solutions.

Keeping Up with Technology
"Customers expect more seamless, personalized, and convenient experiences every day. **Leaders must implement technologies to stay relevant and competitive.** These changes may seem small, but can represent data strategy, technology transformation, and business process improvement — not to mention workforce and culture changes."

Chris Durham
Partner, Director, Louisville Practice Lead
Business and Technology Consulting

Anticipating Operating Model Impacts
"Understand the components (process, structure, metrics, information, technology, people) that make up your operating models and how they work together. **Changes to any one of these components can result in implications to the others that you need to account for.** Understanding these implications early on will help you more effectively prepare for and enable the change."

Mark Paulson
Senior Manager, Chicago Team
People & Change

Managing Data Holistically
"Organizations will try to solve a poor or non-existent master data management strategy by addressing the symptoms and not looking at their data strategy holistically. **Consider using machine learning data observability tools to augment your data quality efforts** to build a high level of organizational trust in the data."

Suhail Ali
Senior Architect, Chicago Team
Data & Analytics

Keeping Up with the Cloud
"There is so much available in the cloud that clients simply aren't aware of — they don't know everything they can do in this space. **We recommend you lean on colleagues, peers and partners** who work with technology day in and day out to help educate you on what exists."

Matt Gordon
Senior Architect, Cincinnati
Data & Analytics

Creating a Roadmap for Change
"For change to be successful, start by engaging stakeholders to get the lay of the land. By talking with those involved, you can **assess where the specific challenges are** — in process, technology, or design. Then you can **tailor a roadmap with recommendations**, and help leadership integrate those processes so that the change will be effective."

Renea Rayner
Seattle Practice Lead
Market Development

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Data Access, Security and Value

"Businesses need data that aligns with strategy while being trustworthy, easy to access and secure — all while supporting AI needs. Dataconomy summarized survey findings from data experts about avoiding obstacles along the way."

Ask Your Problem Solver

Art Smith | Solutions Architect
Local Data & Analytics Services Lead, Columbus

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What's Your Problem?

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We compiled some of the top challenges our clients face today — and then asked our problem solvers for articles they'd recommend to organizations looking to address those issues.

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Innovation and New Ideas

"Everybody values innovation, but many ignore the discipline, persistence and rigor necessary to drive consistent value. I suggest exploring the 'hard truths' of innovation from Harvard Business School Professor of Business Administration Gary Pisano."

Ask Your Problem Solver

Brian Sedor | Senior Manager
Innovation Advisory Lead, Boston

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Strategy, Process and Planning Issues

"Many think being 'recession-proof' means layoffs and cost-cutting. This Inc. Magazine article explains why building better customer relationships, tweaking products to meet new needs, and adjusting strategies for the long term is a better approach."

Ask Your Problem Solver

Deb Peluso | Practice Lead
Strategy Alignment & Architecture Services

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Internal Change Management

"Despite all the hottest technologies and buzzwords, the principles of lasting change are timeless. This article by change management expert John Kotter reveals time-tested steps for business transformations that motivate people and maintain culture."

Ask Your Problem Solver

Verna Montgomery | Senior Change Architect
National Business Consulting Services

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AI Uncertainty

"Interest in AI is high, but so is uncertainty. This Forbes article helps employees get comfortable first with ChatGPT. In safe environments, they can then try more advanced AI and incrementally build it into business processes."

Ask Your Problem Solver

Donnie Kerr | Principal Technology Architect
National Technology Services

Learn more on www.centricconsulting.com

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«CENTRIC» | *Your Problem Solvers*

“With their energy and utilities industry expertise, wide range of capabilities and local delivery support, **Centric Consulting has become a trusted partner that consistently delivers value to Citizens Energy Group.**”



Abed Darwish
Director of IT Business Solutions,
Citizens Energy Group



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“Simply put, we couldn’t be where we are today **without Centric Consulting’s help.** The deep technical expertise that every Centric team member has demonstrated, combined with Centric’s partnering approach, has established a foundational RPA capability for Corridor that we can continue to leverage for further growth.”



Des Varady
CEO, Corridor Group



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“**Centric Consulting is a great partner for organizations looking for solutions to tech problems** that are unique and tailored to them...”



...Centric takes the time to get to know you and to be **a true partner in finding that solution.**”



Molly Pringle
CEO, Portland Street Medicine

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Meet Your Problem Solvers
📍 **Boston**

Gabe Lee
Manager
Operational Excellence

Arindam Pal
Senior Manager
Technology Solutions

Carlos Vazquez
Senior Consultant
Business Process Improvement

Amanda Lettiere
Senior Consultant
Operational Excellence

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Meet Your Problem Solvers:
📍 **Charlotte**

Rob Gonci
Senior Manager
Account Management and
Business Development

Matt Laffoon
Senior Architect,
Data & Analytics and
Technology Practice Lead
Cloud Architecture
and Tech Solutions

Tara Pottow
Manager
Business Consulting Services

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Meet Your Problem Solvers
📍 **Chicago**

Mark Paulson
Senior Manager
Business

Suhail Ali
Senior Architect
Technology

Jeff Ehman
Senior Manager
Industry: CPG

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Meet Your Problem Solvers
📍 **Seattle**

Tristian Grenfell
Operations Manager,
Seattle Practice
Business Development

Joshua Quain
Senior Manager,
Seattle Practice
Client Services

Renea Rayner
Seattle Practice Lead
Market Development

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Meet Your Problem Solvers:
📍 **Miami**

Kim Caruthers
Senior Manager
Delivery, Account
Management, New Sales

Roger Dominguez
Senior Manager
Business Development

Conrod Walsh
Senior Manager
Delivery, Project
Management

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Meet Your Problem Solvers
📍 **Cleveland**

Matt Adler
Senior Consultant
Business Consulting Services

Kaity Swankamp
Senior Consultant
Data & Analytics

Diane Weidrick
Local Practice Lead
People & Change


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Solving our Client's Toughest Problems

CLIENT STORIES



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CLIENT STORY

Boosting Pharma Logistics Fulfillment Center Efficiency



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CLIENT STORY

Centric Consulting Powers Future Growth at Pure Power Engineering



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CLIENT STORY

Building a Custom B2B App for a Global F&B Company



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CLIENT STORY

Deploying Salesforce to Modernize Processes at Crisis Assistance Ministry of Gastonia



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CLIENT STORY

Using Our Modern Data Analytics Platform and Azure for Future Growth




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((CENTRIC)) | Insights



Your Problem Solvers

See our collection of stories about what we do — and how we create tailored solutions to solve client pain points.

[Explore our Stories](#)



A GUIDE TO CUSTOMER UNDERSTANDING

Getting to know your customers can be a challenge. Our white paper can help. It explains three research types and 10 methods for better insights.

[Get Your Guide](#)