11:FS bolsters its Consulting & Research division with appointment of Pierre Legrand as Partner

Thursday 12 August, 2021

August 12, 2021 - London, UK. 11:FS, the challenger consultancy defining and building truly digital financial services, today announced the expansion of its senior management team with Pierre Legrand joining as Consulting Partner.

As the company continues to add new client projects from around the world, Pierre will be key in helping to drive its international expansion.

Pierre is a digital banking and financial services transformation specialist who has held various leadership roles in consulting and banking, as well as at various e-commerce startups in San Francisco. In his last role Pierre worked with some of the largest retail, wealth and investment banking companies across the US, Europe and Australia supporting their digital transformation initiatives. Pierre also led PwC's experience centre and technology consulting group aimed at banks across the Asia Pacific market.

“I'm excited about the opportunity to help change the fabric of financial services and to impact how our clients and their customers’ lives will change as a result of our work.” said Legrand. “This is an amazing opportunity to join a brand which is already having a huge impact on the fintech and financial services community, and has even more potential to scale.”

As a Partner, Pierre will be responsible for customer success across 11:FS’s global consulting work, and joins at a time when 11:FS’s consulting division has taken on projects ranging from reimagining financial ecosystems, to embedding finance to designing crypto offerings.

“To say this is an exciting time for us is an understatement,” said David M. Brear, 11:FS Group CEO and Co-founder. “Pierre coming onboard signifies the start of our push for global growth. We plan to have a major impact on the industry and grow 10x over the next six years. From the first time I met Pierre it was clear he had just the right experience and attitude to help us get there.”

About 11:FS

Digital financial services are only 1% finished - 11:FS is building the next 99%. 11:FS makes financial services businesses truly digital through next-generation propositions. It delivers UX benchmarking through 11:FS Pulse, a Financial Services Operating System through 11:FS Foundry, research and consulting services, as well as industry-leading content and events.

11:FS challenges businesses to think differently and deliver industry-leading propositions. It fields interdisciplinary teams which bring the best designers, product experts, consultants, researchers, technologists and domain specialists together to deliver tangible outcomes in the shortest possible time frames.

11:FS works with challengers across the financial services industry, and has designed and built propositions for NatWest, Mox, Grab, and several large middle eastern and US banks.

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