

CORPORATE OVERVIEW

Optimity Advisors is a specialized management consulting and advisory firm that focuses on strategy, operations, and IT. Using our industry experience and integrated solutions, we help clients in complex industries navigate rapid market and technological changes. We work with companies to enhance stakeholder value, improve operations, and address performance and risk-related challenges.

YEAR FOUNDED: 2009

NUMBER OF ADVISORS: 350+

INDUSTRIES SERVED:

Healthcare

Focus on payers and providers to deliver high quality care, maximize value and contain costs.

Insurance

Drive complex transformations that shape the future for clients across the insurance ecosystem—life and health, property and casualty, reinsurers and intermediaries.

Media and Entertainment

Leverage deep expertise spanning the global supply chain in the production and distribution life cycle of content to develop unique, comprehensive solutions to solve client needs.

Financial Services

Transform clients into data-centric organizations and bring operational efficiency and agility to respond to regulatory requirements, new business opportunities and disruptive technologies.

Consumer Brands

Create transformative operational strategies for achieving brand innovation and growth.

ADVISORY SERVICES:

Business Transformation

Help clients understand the changes necessary to conduct business in changing market environments.

Digital Transformation

Integrate creativity, analytics and technology to architect and drive successful transformation.

Information Management

Utilize proven and effective principles to increase the competitive advantage of how information is identified, described, organized, secured and leveraged to maximize profit and sustainability.

Strategy and Innovation

Help clients understand rapidly changing consumer behavior and how to act boldly and accept risk to drive sustainable growth.

Public Policy

Develop knowledge and insights from research as well as improve policy implementation and regulation.

LEADERSHIP TEAM:

Rick McNabb, *Chief Executive Officer*

Brad Arnold, *Partner*

Kaan Aslansan, *Partner*

Kenneth Barrette, *Partner*

Andrew Beale, *Partner*

Rebecca Beam, *Partner*

Ronald Bissetta, *Partner*

Danny Faryniarz, *Partner*

Chad Hahn, *Partner*

John Horodyski, *Partner*

George Joy, *Partner*

Jacqueline Mallender, *Partner*

Doris Mao Lin, *Partner*

Robert Moss, *Partner*

Varda Nauen, *Partner*

Kristina Park, *Partner*

Craig Schneider, *Partner*

Doris Stein, *Partner*

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