

# PRESS KIT

Tackling the Money Market Reform  
Gartland & Mellina Group  
November 2014

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Download the whitepaper at: [mbcstrategic.com/money-market-reform](http://mbcstrategic.com/money-market-reform)

[gartlandandmellina.com](http://gartlandandmellina.com)



A Management Consulting Company

# PRESS RELEASE

## Gartland & Mellina Group Analyzes Implications of 2014 SEC Money Market Fund Reform

### ***Tackling the Money Market Reform by Gartland & Mellina details effects and timeframes of regulatory changes enacted this year***

NEW YORK, NY – November 11, 2014 – Gartland & Mellina Group—a management consulting firm specializing in innovative insights and strategic solutions within Financial Services—is helping the industry to better understand and tackle the recent money market reform. In their latest addition to the GMG Industry Insight Series, the authors provide tangible strategies to enable broker-dealers to manage the effect on their business. GMG offers a close look at the far-reaching implications of the reforms that will be taking effect from October 2014 through October 2016, ranging from a detailed analysis of the specific operational and technological impacts to a look at formulating a strategy to comply with the reform.

The paper should serve as a valuable resource for both broker-dealers seeking to comply with the recent reforms and anticipate client reactions, as well as industry thought leaders seeking to understand and explain implications of the reforms to the public and industry at large. In particular, the projected timeframes and costs of implementation should be especially timely and significant, as broker-dealers begin to look toward 2015.

With experience in wealth and investment management, as well as operational strategy, regulatory, compliance and information technology, authors Bharat Sawhney and Matthew Yee along with Partner Timothy Cooke offer a multi-dimensional approach to the new SEC requirements for money market funds. “We have already been working with several broker-dealers to assess the impacts of the reform to their organizations,” said Mr. Cooke, “and have identified strategic solutions to comply with the reform while minimizing impact to firms and their clients.”

“We think it is important for all financial professionals who have clients investing in money market funds to understand the widespread implications for the industry, and form a strategy for adapting to this reform,” said Mr. Sawhney. He continued, “In addition to the practical implications, these changes will shift the way many investors perceive such funds as an attractive product for liquid assets, and the investment management community needs to be prepared for that.”

The paper and official press kit can be downloaded by visiting: [mbcstrategic.com/money-market-reform](http://mbcstrategic.com/money-market-reform)

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For more information, lead author interviews and press access to the papers, contact MBC Strategic at (310) 445-3333 or [distribution@mbcstrategic.com](mailto:distribution@mbcstrategic.com).

# COMPANY INFORMATION

## About the Firm

Gartland & Mellina Group is a Management Consulting firm with an average of 30+ years' experience within the Financial Services Industry providing innovative insights and strategic solutions in an evolving and challenging environment.

- We partner with our clients as a "Trusted Advisors" to understand their business and develop a collaborative approach to address their challenges by leveraging our deep industry expertise coupled with salient consulting experience to achieve greater standards of excellence and cost effective revenue-enhancing solutions.
- Take ownership of, and responsibility for, actions, risks, and results and uses outcomes as learning opportunities. Every partner within our organization is assigned to an account and an integral part of the delivery team for all engagements at the client.
- We are continuously striving to not only meet the best available standards of quality but also to enhance them with the intention of delivering exemplary product or service to our clients.
- Our ethics are rooted on the values of trust, honesty, courtesy, responsibility and compliance and is reflected in both our thinking and actions.

## Headquarters in New York, clients around the globe

The financial world is truly global and GMG is well-positioned to meet your company's global needs through our management consulting practice and its network of worldwide alliance partners.

## Our Mission

Our mission is to apply our industry knowledge and wide range of experience to deliver viable, measurable and lasting client solutions. At GMG, we inspire commitment, innovation and teamwork while providing efficient and effective strategies which enhance our clients' opportunities for success.

## Our Approach

We are a Management Consulting Organization that provides a variety of services through a "Practice Structure". Each practice is staffed by professionals who have extensive knowledge and experience within their domain.

Any successful engagement requires a staffing mix of talents that brings together industry knowledge, technology experience, and program management capabilities.

## Management Consulting

### Wealth & Investment Management

The Wealth & Investment Management (WIM) practice couples Investment Product expertise with the services that correspond with those investments such as Corporate strategy / planning, Operational process improvement, Redesign, Workflow and Program management.

Experienced project managers within the WIM practice partner with clients across the following content specialties within Wealth Management: large-scale Business Integration and Data Conversions, Organizational Readiness, Change / Release Management, Vendor Management and "Buy vs. Build" within the Front, Back and Middle offices. The WIM practice leads our clients through the Software Development Life Cycle (SDLC), from Design and Requirements building to User Acceptance Testing (UAT) and implementation of the Target Operating Model (TOM).

Our Investment Product expertise includes:

- Mutual Funds
- Money Markets
- Insurance and Annuities
- Retirements
- 529 and Managed Accounts
- Exchange-Traded Funds
- Unit Investment Trusts

### Capital Markets

The Capital Markets practice focuses on assisting Institutional broker-dealers, Investment Banks, Global Exchanges and Depositories on strategy, implementation and performance improvements to increase efficiency, generate more revenue and achieve a greater competitive advantage.

We understand the challenges that capital markets firms face due to the complexities of a global market, increased regulatory environment, and tightening of profit margins. With an average of 22 years practical industry experience, coupled with a strong consulting background, we are equipped to partner with our clients and assist them with transforming their business to compete in today's volatile market. Our approach within the Capital Markets practice is to navigate change by leveraging one area of expertise that cannot be bought.

Our product knowledge expertise spans across:

- Mortgage-Backed Securities
- CMO
- Asset-Backed Securities
- Fixed Income
- Equity
- Options
- Structured Products
- Foreign Exchange
- Futures
- Derivatives

### Regulatory & Compliance

Gartland & Mellina Group's Regulatory and Compliance Practice partners with clients to benefit from GMG's knowledge from experience in working with top tier Banks, Broker Dealers, Prime Brokers, Hedge Funds, Private Equity Firms, and Regulators. GMG provides support for client initiatives to design, build, support, and implement internal compliance controls and client control frame works that are consistent with industry regulations and best practices. We provide ongoing support to clients to create, implement, update, and supervise policies and procedures governing firm or business specific practices that include in-depth analysis of surveillance processes for effectiveness, gap remediation, and automation opportunity.

Our practice professionals assist clients in navigating the current and emerging complex regulatory environment in ways that achieve operational excellence, protect, enhance, and create value, and drive sustainable growth. Our teams have successfully allowed clients to comply with the current and emerging complex regulatory environment with implementation of Dodd Frank (including Volcker Rule, DFAST, and CCAR), FATCA, SEC, and FINRA regulations as well as help build industry utilities for Prime Brokerage, Settlements, and, Asset Servicing.

### Asset Recovery

As a "Trusted Advisor," Gartland and Mellina Group engages with its clients and drives toward enhancing their revenue. Assets that have been written-off or lost as a result of consolidations, mergers, acquisitions and/or divestures represent capital that can be claimed immediately, increasing cash-flow.

## Our Solutions

### Financial Services Strategy & Solutions

GMG's Financial Services Strategy and Solutions practice (FSS&S) delivers highly customizable strategic, operational, and technology solutions to our clients. GMG's solutions offering is a culmination of the firm's combined years of experience and expertise across multiple functional areas within the Financial Services industry. We help clients navigate an uncertain environment and define and implement strategies and priorities for a new era in financial services.

GMG employs a methodology called L.E.N.S. to deliver highly customizable, strategic, operational, and technological solutions.

#### The advantages of looking through the L.E.N.S.

**Lean** - Lean thinking is what we bring to every challenge – the ability to simplify, clarify and focus efforts on precisely the matters at hand.

**Enterprise** - GMG solutions are designed for implementation across an entire enterprise, regardless of size, and scalable to fit your organization's specific...

**Needs** - Off-the-shelf isn't our style. Your needs are unique, so your strategies and solutions are tailored to address your specific goals and objectives.

**Strategy** - The culmination of all GMG disciplines results in an actionable, well-considered, strategic plan to drive revenue and growth for your organization.

Our solution layers break out into the following four key areas and related improvement disciplines:

- Business Management:
  - Expense Management Optimization
  - Product Rationalization
  - Project Portfolio Assessment
- Operating Model Optimization:
  - Business Process Management
  - Organization Optimization
  - Activity-Based Costing Functional Assessment
- Technology Effectiveness:
  - IT Program Management
  - IT Performance Management
  - Strategic Advisory Services
- Enterprise Solutions:
  - Regulatory Adherence
  - Enterprise Risk & Efficiency
  - Business Intelligence

## Technology Services

Gartland & Mellina Group partners with its clients to deliver technology solutions. We do this with experienced GMG professionals and with key alliance partners. We have an exclusive partnership with FPT Software, a Vietnamese technology firm with over 15,000 employees and annual revenues of \$1.3B. Our program encompasses the following:

- IT Governance Organizational review, sourcing strategy, assessment of IT portfolio vs. corporate strategy PMO, change management
- Application Services Business analysis & requirements, application development, maintenance & support utilizing onshore/offshore model, application architecture, lotus notes transformation and migration services
- Testing Services including functional, system, regression, compliance, load & stress, and security testing
- Mobility Services Strategic analysis & planning, application development, maintenance & support, testing & QA
- Big Data Strategic overview, Technology Assessment, Implementation Roadmap and Support
- Cloud Computing Strategy and road map, Cloud Architecture and Migration, Cloud Security
- Infrastructure Consulting, Assessment of existing processes, service management, Data Center Services, Data Center Consolidation, Security Services, Service Desk

## AUTHOR BIOGRAPHIES

### **Timothy Cooke**

Partner, Wealth & Investment Management

Mr. Cooke has over 21 years of experience in large-scale program management, middle and back office operations automation and outsourcing, business process improvement, financial management, international business strategy and large scale systems integration. He has extensive product and service experience in Mutual Funds, Retail Brokerage, Capital Markets, Private Banking, Personal Trust, and Regulatory Compliance. Mr. Cooke has led many large scale engagements at top-tier broker / dealers, investment managers, wealth managers, custodian banks, and clearing firms.

Prior to joining Gartland and Mellina, Mr. Cooke served 8 years at KPMG/BearingPoint. Past industry employers include T. Rowe Price, State Street Corp, Liberty Mutual Group, and Alex. Brown & Sons. In 2006, he became a certified SimCorp Dimension implementation specialist. Mr. Cooke has an MBA from Boston College.

### **Bharat Sawhney**

Director, Wealth & Investment Management

Mr. Sawhney has over 12 years of experience in operational and product strategy, large scale integrations, outsourcing, regulatory, operational and technological transformation and change management. He has broad product knowledge in Mutual Funds, Insurance, Annuities, Alternative Investments and Unit Investment Trusts. His most recent effort includes leading a large scale integration between two broker dealers and defining the target operating model for a large investment bank.

Prior to joining Gartland and Mellina Group, Mr. Sawhney spent 5 years at BearingPoint (formerly KPMG Consulting) serving the buy-side and sell-side institutions. He has advised Investment Banking, Investment Management and Mortgage companies on tactical and strategic transformation efforts. Mr. Sawhney has also worked at Morgan Stanley in Private Wealth Management servicing the High Net Worth client segment of the company. In addition to his industry experience, Mr. Sawhney is trained in Six Sigma (Green Belt) and fluent in five languages - Hindi, English, Arabic, Urdu, and French. He holds a BS in Business Administration from Washington University in St. Louis and is currently pursuing his MBA at Cornell University.

### **Matthew Yee**

Senior Associate, Wealth & Investment Management

Mr. Yee has over 5 years of experience in platform conversions and integrations, business process outsourcing (BPO) and information technology outsourcing (ITO), business process improvement and redesign, target operating model design and regulatory/compliance requirements. He is proficient in delivering across the lifecycle of strategic business objectives projects including current/future state analysis, definition and development of business and functional requirements, planning, testing, training and implementation/execution. Most recently, he worked with a Top Tier U.S. Broker Dealer to develop a proprietary money market fund sub-accounting platform.

In addition to his industry expertise, Mr. Yee is a certified Project Management Professional (PMP). He holds a BS from the New York University Leonard N. Stern School of Business.

# **PRESS CONTACT**

## **MBC Strategic**

Email: [distribution@mbcstrategic.com](mailto:distribution@mbcstrategic.com)  
Phone: 310-445-3333

1849 Sawtelle Blvd.  
Suite 503  
Los Angeles, CA 90025