



FROM THE CEO'S DESK

I'm delighted to welcome the year with exciting updates that showcase how FinGig.Pro is taking bold strides in reshaping the future of leadership solutions. We're committed to empowering our experts and partners with platforms and initiatives that drive value for you and our clients. I am sharing with you our key initiatives that we have launched this year like we promised.

1. Fortnightly Expert Solutions Series



We are thrilled to have launched this new series, anchored by our CMO, Aalok Bhan. This initiative brings industry's leading experts and business partners to discuss emerging trends, challenges, and opportunities across sectors.

In the inaugural episodes, we had two highly proficient guests:

1. Dr. Urvik Patel, MD of ESG Finsight Global Consulting, shared profound insights on ESG trends and regional opportunities. His discussion explored how banks, manufacturers with global supply chains, and green finance investors will need to push in advancing ESG practices. (View the episode here <https://youtu.be/zHzz-CHkmAl>)

2. Parvati Mahadev from Brandscaapes Worldwide captivated us with her expertise on consumer insights. She highlighted the shift from relying on gut instincts to data-driven foresight using advanced tools like AI/ML. Her session underscored the growing importance of using data not just to understand consumers but to predict and prepare for future behaviors. (View the episode here https://youtu.be/p2_6qMk6Fj0)

Let me remind you that these sessions are part of our efforts to bring thought leadership to our experts and clients. I encourage everyone to join these discussions and harness their immense learning potential.

The future of leadership is fractional, expertise on demand, agility at scale.

2. Fractional CXO Leadership

A Game-Changer at FinGig.Pro, we are proud to pioneer the concept of fractional CXO leadership across Middle East, Africa, India, SEA, and South Asia regions. This innovative model allows businesses to access world-class leadership talent on a flexible basis, enabling them to scale efficiently while addressing unique challenges.

3. Weekly Immersions With Business Partners

We've also conducted weekly immersions with our Business Partners across ESG, Insights, Cybersecurity, and Credit Modeling. These sessions are invaluable in fostering collaboration and ensuring our experts leverage the power of one. Through these engagements, we're helping our experts deepen their understanding and align their expertise to provide holistic solutions to clients.

4. Engaging Potential Clients

Under our Solve for CXO theme, we are inviting potential clients to experience firsthand what FinGig.Pro brings to the table. These interactions are a great opportunity to demonstrate how we deliver tailored, comprehensive solutions that address their most pressing challenges.

As we move forward, I encourage all of you to stay engaged, participate in our initiatives, and continue making a meaningful impact in the ecosystem.

Please do follow us and share the following with like minded professionals:

- YouTube channel @FinGigPo
- LinkedIn company page <https://www.linkedin.com/company/fingig-pro/>

Together, lets make 2025 a breakthrough year for all of us at FinGig.Pro

BestBest

Francis Dsouza

What Ails Financial Services Industry from a Consumer Insights Perspective?

The financial services industry, while dynamic and fast-paced, faces significant challenges in understanding and acting upon consumer insights. Many organizations struggle with fragmented data sources, siloed decision-making, and a lack of actionable foresight. As consumer expectations evolve—demanding personalized, seamless, and transparent experiences—financial institutions often find themselves lagging. This gap is further widened by rapid technological advancements and the sheer scale of data available, which, without the right frameworks, remain underutilized or misinterpreted. The result? Missed opportunities to anticipate consumer needs, build trust, and stay ahead of the competition.

Evolution of Consumer Insights



Barely a decade or two ago, many companies took marketing decisions based on gut feel. Today, almost all of them would not consider taking a single step unless backed by insights.

This shift from gut feel to data-informed business planning was driven by two developments—the rapid increase in access to organized data, fueled by evolving technology, and the exponential surge in competition.

If we look across sectors, from FMCG through financial services industry to manufacturing, we see these two factors at play; driving businesses to invest in data organization, data gathering, and data triangulation to come up with impactful insights. Internal sales data, customer feedback, consumer research, industry reports, social media chatter, etc., are all grist for the insight mill, so to speak.

CMOs are spoilt for choice in the options and depth of insights available to guide their decisions. Gut feel is no longer an option!

Of late, the discourse is moving away from relying on deep insights to developing foresight about the category and the consumer. This shift from leveraging insights to using data to predict the future is fueled by the increasing sophistication in consumer needs as well as the tools to gain data-based foresight. Advanced modeling, AI/ML, LLM, and several other upcoming tools can digest large data lakes and forecast scenarios, along with business implications, to provide a ready reckoner for the marketer.

However, businesses have no choice but to embrace this transition. How foresight will guide decisions will depend on the user's understanding of these new-age tools. Most large and medium players across industries are changing their talent mix, educating their leaders, and investing in tools and platforms to make this leap from insights to foresights.

How FinGig.Pro and Brandscapes Can Help

At FinGig.Pro, in partnership with Brandscapes Worldwide, we bring together in-depth expertise in consumer insights, foresight modeling, and actionable strategy. Under our Solve for CXO theme, we work closely with financial service players to bridge the gap between data and decision-making. By leveraging advanced tools and methodologies, we empower organizations to predict trends, anticipate consumer needs, and deliver holistic solutions. Together, we can transform challenges into opportunities, enabling your business to thrive in a rapidly changing world.



Brandscapes Worldwide (BSW), a global marketing strategy consulting company is focused on helping client drive effective marketing decision, through astute data management, analysis and synthesis. It is powered by sharp intuitive and insightful consumer research expertise. By partnering with FinGig.Pro we together offer a unique package, combining Financial Services domain knowledge and cutting-edge Consumer Insights & research capabilities. We work together to understand issues, opportunities and challenges and are driven to answer insightful questions to ensure we get the right business solution leveraging the deep domain knowledge of the combined team.

- By working together, we help in:
- Creating the right communication
- Access the right channels

Creating seamless experiences and much more

Our approach to helping our Financial Service clients across businesses is consultative – employing a 'double diamond' philosophy based on 'Problem Discovery' & 'Solution Discovery.'



CELEBRATING GROWTH: WELCOMING EXCEPTIONAL EXPERTS TO OUR CURATED POOL



As we step into 2025, we're thrilled to announce that our carefully curated pool of experts has grown to over 160 professionals across 20 countries and 25 diverse functions.

January has been an exciting month as we welcomed over a dozen talented and accomplished professionals to the FinGig.Pro family. Each of these experts brings unparalleled experience and skills, further strengthening our ability to provide innovative and impactful solutions to clients worldwide.

Here's a glimpse into the stellar talent that joined us this month:

An accomplished leader

With over 25 years of expertise in technology and business transformation across Asia, the Middle East, and Africa, specializing in enterprise solutions and strategic innovations.

A senior finance professional

with three decades of experience in corporate strategy, financial restructuring, and governance across Europe, the Middle East,

A dynamic supply chain and operations expert

With 20+ years of experience optimizing processes in manufacturing and FMCG sectors across India and Southeast Asia.

A versatile technology specialist

With two decades of experience driving digital transformation, cloud computing, and IT infrastructure projects across North America and the Asia-Pacific region.

A seasoned marketing strategist

With extensive experience in consumer insights, brand development, and digital engagement in Central Asia and Europe.

An HR and organizational development professional

With 20+ years of expertise in talent acquisition, leadership training, and culture transformation across India and the Middle East.

An innovation-driven leader

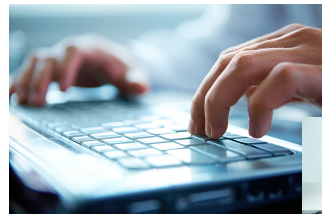
With deep experience in AI, big data analytics, and product development, having worked in cutting-edge industries across India and the USA.

An operations and logistics expert

With two decades of experience optimizing supply chains and warehouse management in diverse sectors across the Middle East and South Asia.

A highly skilled financial services professional

With over 15 years of experience in wealth management, financial planning, and client advisory roles across India and Europe.



This incredible group of professionals reflects the diversity, depth, and quality of talent that FinGig.Pro has become known for.

Their expertise spans critical areas such as technology, supply chain, marketing, finance, and HR, enabling us to deliver comprehensive, cutting-edge solutions for our clients.

With our **Solve for CXO** theme and growing ecosystem, we are uniquely positioned to support organizations in navigating complex challenges and driving success. These experts are not just joining a platform; they are becoming part of a movement that's redefining how fractional talent operates in the Middle East, Africa, India, SEA, and South Asia regions.

Stay tuned as we continue to expand and make strides toward creating an unmatched network of professionals who are ready to take on the most pressing business challenges. Here's to a year of growth, collaboration, and impact!

SOLVE FOR CXO

The Rise of Fractional CXOs in Financial Services

The financial services industry is undergoing a significant transformation, and with it, the demand for fractional executives is on the rise. In a recent Forbes article, *Is Fractional Work Right For You?* (March 2024), experts highlight how businesses are leveraging the flexibility of on-demand executive leadership to drive strategic growth while optimizing costs.

Fractional CXOs—experienced leaders engaged on a part-time or project basis—are becoming a preferred choice for financial firms seeking specialized expertise without the long-term commitment of full-time hires. This trend is particularly relevant for startups, fintech companies, and mid-sized firms that need executive leadership but may not have the resources for a full-time C-suite.

The appeal of fractional roles extends to executives as well. Many seasoned professionals are embracing this model for the opportunity to work across diverse projects, maintain flexibility, and bring fresh perspectives to multiple organizations. As financial services navigate rapid technological advancements, regulatory changes, and evolving consumer demands, fractional CXOs provide a nimble and cost-effective solution to leadership challenges.

With the growing acceptance of fractional executives in financial services, firms that strategically integrate this model stand to gain a competitive edge in an increasingly dynamic market.

(Source: Forbes, March 2024 – *Is Fractional Work Right For You?*)

Internationals events & news

In January 2025, the trend of engaging Fractional CXOs has gained significant momentum across various industries. A notable event highlighting this shift was the "Leveraging AI & Fractional HR: Next-Gen Growth Strategies to Thrive in 2025!" seminar held on January 30, 2025, in Milton, GA. This event emphasized the integration of artificial intelligence and the strategic advantages of fractional leadership in modern business practices.

[eventbrite.com](https://www.eventbrite.com)

A recent article from the Kansas City Business Journal discussed how companies are increasingly turning to fractional executives to access specialized expertise without the long-term commitment of full-time hires. This approach allows businesses to address specific challenges and drive growth efficiently.

[bizjournals.com](https://www.bizjournals.com)

These developments underscore the growing recognition of the value that fractional executives bring to organizations aiming to remain agile and competitive in today's dynamic market landscape.



UPCOMING EVENTS

LAUNCH OF CXO PERSPECTIVES PODCAST

Another exciting in depth podcast we will launch is CXO Perspectives, a monthly podcast anchored by our CEO, Francis. The inaugural episode will featured a deeply insightful conversation with HR leader Ms Livia Lobo, who shared her perspective on the challenges that HR leadership faces in today's dynamic environment. The conversation explored how HR leaders can adapt to evolving workforce expectations and create meaningful and impactful change.



EXPERT SOLUTIONS PODCASTS

We will see 2 episodes on on Cyber security and KYC,AML,Fraud. These are key challenges faced by CXO's managing Financial institutions



CXO COFFEE CONNECT - DUBAI

Please block your dairies for a face to face get together in Dubai on 21st Feb,3-6 pm to meet the CEO of FinGig.Pro

Thank you for being part of the FinGig.Pro community. We are working hard in scaling up FGP's operational viability and are committed to empowering our experts and partners and drive value for our clients. We look forward to your suggestions, feedback and constructive criticism to bolster our effort to strengthen the FGP platform.

Remember, without your active participation we will not be able to power our initiative to reach global levels in the coming years. We eagerly look forward to your informed opinions and suggestions.

Reach out to us at hello@fingig.pro

