

Media information

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## **Elevenci Appoints Former VWFS CEO Bryan Marcus to Leadership Team to Drive UK and international Expansion**

Elevenci, the independent boutique automotive consultancy and programme delivery specialist, has appointed automotive finance industry expert Bryan Marcus to further enhance the company's UK and international consulting capabilities, following an extremely successful initial 18-months of operations.

Since its launch in February 2020, and through the peak of the Covid-19 pandemic, Elevenci successfully entered and re-shaped the automotive consultancy market and is already working with several UK and international enterprises on large scale innovation, IT platform selection and change delivery initiatives.

Offering a new breed of strategic consultancy, Bryan is part of a forty-strong team of board-level Associates, consulting and delivering programmes for clients across the whole spectrum of the automotive ecosystem.

Bryan, a former Regional CEO of Volkswagen Financial Services AG, and Chairman of their UK operation, joins Elevenci as Lead Consultant, where he will help to further develop the Company's range of automotive consulting services and propositions, and deliver impactful automotive programmes for OEMs, Fleet, Leasing and Mobility clients.

With a reputation for innovation and a proven ability to lead businesses through start-up, growth and transformation, Bryan further strengthens the existing leadership team as the organisation looks to continue its rapid growth and consolidate its place in the-sector.

**John Waring, Managing Director at Elevenci commented:** *"Bryan has been instrumental in our rapid growth and success to date, having worked closely with Elevenci as an Associate since its conception. His appointment as Lead Consultant will now see him take an active role within the management team to further shape and develop the business as we reach our second-year milestone."*

Bryan has held multiple board level and executive roles across OEM captives, bank-owned and independent enterprises in the UK, Europe and the Americas and brings a wealth of international experience and connections to the business.

Bryan recently developed an Elevenci whitepaper on the criticality of an optimised Captive Finance model, an example of Elevenci's cutting-edge sector insight. As part of his new role, Bryan will be shaping the businesses views and opinions on new operating models and technology, positioning Elevenci as a leading player in the sector.

**Discussing his new role, Bryan Marcus, Lead Consultant at Elevenci said:** *"We have had an incredible first year in business, and I believe this is only a taste of things to come. The automotive landscape is undergoing dramatic changes, and the launch of Elevenci was very timely. The niche industry experience we have in our consultants - who all have track records of delivering change and success from within the industry – enables us to help clients recognise and address strategic and operational problems in a way that the more recognised consultancy brands would find challenging."*

With this unique access to a pool of board-level automotive industry experts, Elevenci's ability to accelerate innovation and execute transformational IT and business change is unrivalled.

In less than two years, the business has delivered multiple large-scale projects, including Application Architecture design, Legacy Platform Replacement, Mobility and Micromobility services deployment, Auto Finance/Leasing software acquisition due-diligence, Omnichannel service design and RPA/AI strategy and planning.

To download existing whitepapers or thought leadership pieces, please visit [www.elevenci.com](http://www.elevenci.com) or follow Elevenci on [LinkedIn](#).

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**Notes to editors:**

Photo: Bryan Marcus, Lead Consultant at Elevenci

**About Elevenci:**

Elevenci is an independent, boutique automotive consultancy specialising in programme and project delivery for OEMs, finance, leasing, fleet and evolving mobility providers. With unrivalled access to a panel of

automotive industry experts, Elevenci's ability to accelerate innovation and execute transformational IT and business change is world-class.

The consultancy offers a full suite of technology and business change services - overseen by over 40 of the industry's leading strategists, programme directors, project managers, communications specialists, technical experts, business analysts and more –

allowing clients to analyse, select and deliver change and innovation, in an accelerated timeframe.

Elevenci's leadership team is made up of several of the automotive industry's top professionals, including:

- **John Waring, Managing Director.** John's career has centred on IT, using technology for business advancement and transformational change.
- **Mike Walters, Managing Consultant.** Mike has significant strategy, transformation and programme delivery experience working with the UK's largest OEM, fleet, leasing, dealer group and motor finance businesses.
- **Gary Elliott, Client Development Director.** Gary has an extensive track record across a range of senior sales, marketing and product development roles in UK and international markets.
- **Andrew Shaw, Research & Development Consultant.** Andrew has over 40 years' experience in the automotive sector, having worked extensively with start-ups and major organisations. Performing senior roles – including at MD and FD level – across sales, marketing, management, financial accounting and profit delivery.
- **Bryan Marcus, Lead Consultant at Elevenci.** Bryan is an automotive financial services specialist and has completed a wide range of consulting and interim management assignments for OEM's, captives, traditional lenders, challenger banks and private equity companies.