



THE STRAWHECKER GROUP
The Trusted Advisor To The Payments Industry



Pictured L to R: Kim Fitzsimmons (President of the ETA Board of Directors and Board of Director Advisor, Cynergy Data), Jason Oxman (CEO of ETA), Mike Strawhecker

The Electronic Transactions Association (ETA), the global trade association representing the payments technology industry, has named Mike Strawhecker as its 2014 “Member of the Year”. Strawhecker is Vice President & Director of Metrics at The Strawhecker Group (TSG), a management consulting firm based in Omaha that provides services to companies in the electronic payments industry.

Strawhecker received this award as a result of his actions and achievements that greatly contributed to the overall success of the association and its more than 500 global member-companies during the past year. He was announced as winner and presented the award at the *President’s Dinner & Star Award Gala presented by Visa* in Las Vegas on April 9 during ETA’s TRANSACT conference, the world’s largest payments industry event.

At 32 years old, Strawhecker is the youngest recipient to ever win the award, joining his father Kurt, who also won ETA’s “Member of the Year” in 2009. They are the first father and son recipients of this prestigious honor. Kurt is the founder and Managing Partner of TSG.

Since he started working for TSG in 2006, Strawhecker has been a strong supporter of the ETA and its mission, which includes his current position as chairman of ETA’s Communications Committee and his hundreds of hours of service to the organization. Strawhecker’s interest and involvement in the industry’s key trade association is driven by his longtime interest in politics, which included an internship in Congressman Lee Terry’s Washington DC office in 2001, as well as his extensive exposure to various players within the payments value chain while at TSG.



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At TSG, Strawhecker plays a significant role in many different areas of the company, including managing its research and metrics division and its database of over two million merchants, overseeing the TSG headquarter staff, as well as assisting with sales and execution of the firm's more than 150 client engagements each year.

An Omaha native and proud graduate of Skutt Catholic High School and Bellevue University, Strawhecker resides here with his wife Becca, a Customer Service Representative at First National Bank of Omaha. He is a rabid Nebraska football fan and an avid scuba diver and traveler.

About TSG

TSG is a management consulting company focused on the global electronic payments industry. The company specializes in providing financial institutions, merchant acquirers, card associations, ISOs, processing companies, large merchants, and the investment community with advisory services to maximize their growth and profitability. TSG is also a resource of payments research, benchmark studies and developing trends. For more information please visit www.TheStrawGroup.com.