



Elefant, Kerkstra, Perry, and Philbin Join The Strawhecker Group As ‘Of Counsel Team’

TSG will utilize the Of Counsel Team to help its clients create strategic opportunities and minimize risks in the rapidly changing payments industry.

Omaha, NE, February 28, 2012: TSG, a management consulting company focused on the electronic payments industry, announces new Of Counsel Team. TSG’s Of Counsel industry experts include: Steve Elefant, formerly CIO at Heartland Payment Systems (HPY); Gerritt Kerkstra, formerly Senior VP of acquirer relations at MasterCard; Linda Perry, formerly Senior VP of acquirer and processor sales at Visa; and Bob Philbin, formerly President of TSYS Merchant Services.

Kurt Strawhecker, Managing Partner of TSG, says, “TSG is even more poised to position clients for success with the addition of the TSG Of Counsel Team. These experts’ knowledge is game-changing for TSG and its clients as this group will bring new ideas and strategies to the table. This sets TSG even further apart as the go-to advisors to the payments industry.” Jamie Savant, Partner and Co-Founder of TSG, said “TSG will utilize the Of Counsel Team to expand Payment Strategy opportunities for clients. I am really excited to work with the team; the possibilities for collaboration are endless.”

About Steve Elefant

Steve Elefant, with over 25 years of industry experience, was most recently CIO at HPY. While at Heartland, he helped bring its Software as a Service (SaaS) applications to its merchant base, managed the company’s new end-to-end encryption team focusing on developing ultra-secure point-of-sale products, and executed Heartland’s E3™ security platform. Elefant will focus on Data Security, eCommerce and mobile strategy at TSG.

About Gerritt Kerkstra

Gerritt Kerkstra is a thirty year veteran of the payments industry, having worked at Bank of America, Visa, and most recently, Senior VP of acquirer relations at MasterCard directing relationships with the top 50 US acquirers and member service providers. Kerkstra is a frequent presenter at industry conferences. Kerkstra will focus on international merchant acquiring and the Networks at TSG.

About Linda Perry

Linda Perry holds over 25 years’ experience from her time at Citicorp, Michigan National Bank, and most recently at Visa where she spent 17 years. At Visa, Perry served as Senior VP in charge of Acquirer and Processor Sales for the US. Perry is a founding member of the Women’s Network in Electronic Transactions (W.NET). Perry will focus on merchant acquiring strategy and the Networks at TSG.

About Bob Philbin

Bob Philbin, a thirty year payments industry veteran, holds extensive experience leading teams through explosive growth, turn-around, mergers and acquisitions and international and domestic expansion. Philbin held several Senior positions during his 17 year stay at First Data and spent over 6 years at TSYS Merchant Services as CFO and most recently President. Philbin’s focus at TSG will be on third-party processing and joint venture structures.



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About TSG

The Strawhecker Group (TSG) is a management consulting company focused on the 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 merchant acquiring industry research, benchmark studies and developing trends. For more information please visit <http://www.TheStrawGroup.com>.

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