

Media Contact:

Glen Nelson

Tel.:+ 1 312 725 0325

glen.nelson@capgemini.com

Capgemini Consulting Appoints Todd Rovak as Head of North America

Rovak retains leadership role with recently acquired Fahrenheit 212 as he drives a combined innovation, digital and strategy practice for Capgemini Consulting

New York, August 9, 2016 – [Capgemini Consulting](#), the global strategy and transformation consulting organization of the Capgemini Group, today confirmed the appointment of Todd Rovak as Head of North America, in place since February. Rovak also retains his leadership role at Fahrenheit 212, an innovation strategy and design firm recently [acquired by Capgemini](#) and now part of Capgemini Consulting.

In his dual role, Rovak will help drive Capgemini's digital innovation growth strategy by leveraging the combined capabilities of Fahrenheit 212 and Capgemini Consulting. Highly entrepreneurial and outcome-driven, Fahrenheit 212 has spent the last 12 years refining a proprietary, systematized innovation methodology that fuses consumer-centered inventiveness with deep commercial acumen. Fahrenheit 212 helps clients design innovations that drive predictable growth - a process that is now strengthened by Capgemini's ability to digitize operations and business processes, as well as develop and manage applications and IT infrastructure. Fahrenheit 212 has helped unlock new growth opportunities for [clients](#) such as The Coca-Cola Company, Marriott and Citi.

"Together, Capgemini Consulting and Fahrenheit 212 represent a new breed of consultancy, designed to harness the power of innovation as a true capability that helps clients accelerate their growth trajectory, transform their industries and build lasting competitive advantage," said Rovak. "Delivering on this ambition requires an obsession over our people – cultivating and mobilizing a distinctive talent base – along with a focus on leveraging Capgemini's breadth of capabilities in new ways that enable innovations to scale into enterprise-level successes."

Rovak joined Fahrenheit 212 in 2009, and was named its strategy practice lead in 2011. In 2013, he was named managing partner and CEO. Prior to joining Fahrenheit 212, Rovak held strategy roles in the Investment Management Division of Goldman Sachs Group Inc. and at real estate private equity firm

Tishman Speyer. He holds a masters in business administration from Harvard Business School in Cambridge, Mass., as well as a bachelor's degree from the University of Pennsylvania in Philadelphia.

Rovak succeeds Dee Burger, who was [appointed](#) head of digital services for the Capgemini Group. In the first half of 2016, Capgemini's global digital and cloud offerings grew 32 percent as a result of client demand for innovation and digital transformation services.

“Through the Fahrenheit 212 acquisition and under Todd’s leadership, Capgemini is redefining consulting and how it’s delivered to help clients define their future through a digital lens,” said Cyril Garcia, Head of Capgemini Consulting and Member of the Group Executive Committee at Capgemini. *“We also thank Dee Burger for his tremendous contributions in driving growth for Capgemini Consulting and its clients.”*

About Capgemini Consulting

Capgemini Consulting is the global strategy and transformation consulting organization of the Capgemini Group, specializing in advising and supporting enterprises in significant transformation, from innovative strategy to execution and with an unstinting focus on results. With the new digital economy creating significant disruptions and opportunities, the global team of over 3,000 talented individuals work with leading companies and governments to master Digital Transformation, drawing on their understanding of the digital economy and leadership in business transformation and organizational change. Find out more at: <http://www.capgemini-consulting.com>.

Fahrenheit 212 is a global innovation strategy and design firm that joined the Capgemini Group in 2016. Based in New York and London, Fahrenheit 212 defines innovation strategies and develops new products, services and experiences for some of the world's leading companies, such as Coca-Cola, Marriott and Citi. The global team of innovation practitioners work across a wide range of industries and geographies. Team members bring together diverse capabilities of strategy, idea development, digital, research, branding and design. Find out more at: <http://www.fahrenheit-212.com>

###