

## **FORMER WELLS FARGO PAYMENTS STRATEGY EXECUTIVE NAMED MANAGING DIRECTOR AT MARKET PLATFORM DYNAMICS**

*Scott Peterson brings two decades of successful leadership in building profitable payments, information and emerging products platforms in the financial services sector.*

*Peterson is the most recent executive to join MPD as part of an expansion to offer a wider range of expert services into fields such as social networking and experimental marketing.*

BOSTON – October 29, 2008 – Management consulting firm, Market Platform Dynamics (MPD) has announced that Scott Peterson has been named Managing Director and will expand the firm’s focus across the financial services, mobile and payments sectors. Scott will work with clients across a variety of disciplines including product development, marketing, strategic alliances, acquisitions and strategy development. Previously, Scott was Senior Vice President of Payment Strategy for Wells Fargo & Company, where he was responsible for driving Wells Fargo’s cross line of business payments strategy, emerging payments product development, mobile and customer acquisition/loyalty initiatives.

Peterson is one of several new industry experts to join MPD, as it expands to provide the firm’s clients with highly skilled expertise in areas that have become critical client priorities:

Mikołaj Jan Piskorski, who goes by Misiek, has been named Managing Director and will lead the firm’s social media and social networking practice. Misiek is also an Assistant Professor in the Strategy Unit at the Harvard Business School and serves as a consultant to companies in the financial services, computer hardware, software industries and Web 2.0 sectors, including many of the leading social networks. His expertise lies in using the power of social networks to build sustainable revenue streams through his deep understanding of how and why people use online social networks (both in the US and abroad) and how firms can use them to increase viral product adoption.

Paul D. Berger, who has also been named Managing Director, rounds out the firm’s expertise in experimental marketing and data analytics, particularly in the online spaces. Paul has a long history of helping clients design research projects to test the viability of new products, pricing schemes, and other go to market scenarios. Paul also maintains a teaching position at Bentley College and previously chaired the Marketing and Quantitative Methods Department at the School of Management at Boston University. His current project is the textbook, *e-Marketing and e-Commerce: Theory, Practice, and Application* which will be published later this year.

“Clients want strategies that deliver revenue in the here and now, particularly in these challenging economic times,” said MPD President, Karen Webster. “Scott, Misiek and Paul have proven track records of driving innovation and a strong history of creating immediate value through new ways of thinking. Their expertise and strong client experience will be a significant asset to the entire MPD community.”

### **About Market Platform Dynamics**

MPD is a boutique management consulting firm that helps companies profit from industry disruption by leveraging new technologies, business models and pricing strategies. MPD has a wealth of experience within industries that are characterized by complex ecosystems, including payments, mobile/telecoms, digital and advertising-supported media, and software-based businesses. MPD works with both established incumbents and new entrants, offering a unique lens into the dynamics that shape the competitive playing field.

In addition to traditional consulting-based services, MPD’s Catalyst Ventures provides intellectual and human capital to new firms. MPD’s experts include economists, econometricians, product development specialists, and strategic marketers who apply cutting-edge business theory and statistical methods to the practical problems of building and growing a profitable catalyst business.

MPD is headquartered in Cambridge, MA. [www.marketplatforms.com](http://www.marketplatforms.com)