

PRESS RELEASE

# LEADING JOINS KEPLER

CREATING AN END-TO-END  
OPERATIONAL PERFORMANCE  
CONSULTING LEADER

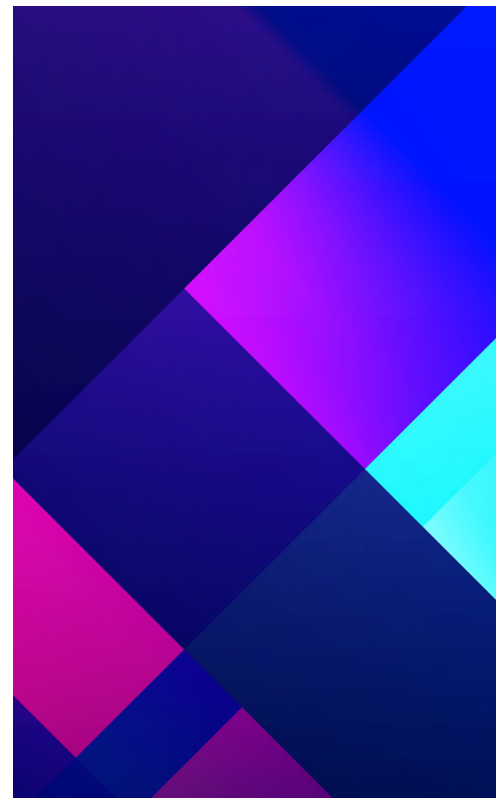
**KEPLER, a boutique consulting firm specializing in optimizing operational performance with four levers of excellence: Innovation, Procurement, Supply Chain, and Operations, acquires LEADING, a management and organization consulting company. This merger between the two houses strengthens KEPLER's historical positioning in End-to-End Transformation. It gives rise to creating a fifth practice dedicated to "Commercial Excellence" within the new entity.**

Firmly anchored in the banking, insurance, finance, and healthcare industries, with a know-how in the construction of strategic plans, companies' transformation projects, and dynamics of performance improvement, LEADING has the trust of groups of a European level, such as Crédit Agricole, Banque Postale, CIC, Banque Populaire, Thémis, Caisse des Dépôts et Consignations, or the healthcare activities of the Air Liquide Group.

**Beyond providing expertise and consolidating KEPLER's cross-functional skills - Project-Program Management, Digital & Data Management, Change Management - this merger allows meeting strong market expectations around organizational transformation and the evolution of Customer and Employee experience.**

« LEADING integrates KEPLER within the framework of a chosen, industrial and human project. Driven by common values and culture, the arrangement carries strong synergies. Our value proposition will be reinforced with new expertise and an internationally established network. For KEPLER teams, developing a new offer integrating our transformation support capacities will allow for provisions that bring concrete solutions to the evolution of human and managerial relations », explains Vincent Marcadé, co-founder of LEADING and new partner of KEPLER.

« We are delighted to welcome our new teammates to KEPLER, where the performance needs of organizations have traditionally driven our growth. However, the Covid situation has made it possible to measure how great the expectation is for relational and managerial excellence. In this field, LEADING has marketed innovative offers, coupled with a solid capacity for building tailor-made approaches. These are new essentials for sustainable performance within organizations », concludes Lionel Muller, president and co-founder of KEPLER.



As part of its Ambitions 2025 Program, the group, which aims to reach 120 consultants within the span of two years, [announced on January 6th the creation of a subsidiary specialized in BigData and called KEPLER Advanced Analytics®.](#)

## ABOUT KEPLER

KEPLER is a boutique consulting firm specializing in optimizing the operating margin of its clients.

Founded in 2007, KEPLER now has 80 consultants spread over 3 continents and a network of partners established in a dozen countries.

KEPLER operates primarily in the industrial (automotive, rail, aeronautics, consumer goods), agrifood, energy, health, pharma-cosmetics, luxury goods and distribution sectors.

With its results-oriented approach, KEPLER deals with the issues of prominent, mid-size companies and investment funds.



INTRODUCING

## VINCENT MARCADÉ

NEW KEPLER PARTNER

A graduate from Ecole Centrale de Lyon, Vincent Marcadé has 33 years of experience in management and organizational consulting.

With a career focused on co-construction and support for Transformations, Vincent has managed and delivered many "end-to-end" and results-oriented operations, particularly in the health, consumer products, and banking process sectors, with experience both in Groups and in SMEs.

Its expertise covers business, organization, process, Information Systems, managerial practices, management, and performance.

### ■ KEPLER N-AMERICA

159 N. Sangamon Street  
Chicago, IL 60607-2201 USA  
[usa@kepler-consulting.com](mailto:usa@kepler-consulting.com)  
Tél : + 1 (708) 969 1963

[kepler-consulting.com/en/](http://kepler-consulting.com/en/)



### ■ KEPLER EUROPE

32 boulevard Haussmann  
75009 Paris – France  
[info@kepler-consulting.com](mailto:info@kepler-consulting.com)  
Tel. + 33 (0)1 44 75 05 35

### ■ KEPLER ADVANCED ANALYTICS

#312, DBS Center, 31A,  
Cathedral Road - Nungambakkam,  
Chennai – 600034 - India  
[india@kepler-consulting.com](mailto:india@kepler-consulting.com)  
Tel.: + 91 (0) 44 40 50 92 00

### ■ KEPLER ASIA

Room 319, 2F, No.135 Yanping Road,  
Jing'An District,  
Shanghai, 200042, China  
[china@kepler-consulting.cn](mailto:china@kepler-consulting.cn)  
Tel.: + 86 (0)21 38 75 10 85