

AS SEEN IN *Forbes & Entrepreneur*

COLUMBUS
BUSINESS
LEADERS



(l to r): Doug Hood, Columbus Practice Lead; Brad Stagmyer, Vice President, Columbus Practice Lead; Gina Heffner, Vice President, Columbus Practice Lead; Andy Gurd, Columbus Practice Lead

EXCELLENCE UNMATCHED

Centric Consulting celebrates the inherent humanity in the complex work of enabling business resilience.

Not long ago, the life of a business consultant was less than enviable, with more time in airports and conference rooms than with family and friends. Centric Consulting was founded in 1999 with a goal of revolutionizing that tired model, so the founders crafted a new and improved paradigm for helping businesses operate better, faster, and with an elevated focus on people's lives. It started with embracing the liberating power of the remote office.

"We've been virtual —business anywhere, office optional—since day one," says Gina Heffner, vice president and lead of Centric's Columbus business unit. Unencumbered by anything as old school as physical distance, the management consulting firm has soared to prominence. With more than 1,000 employees clustered in cities across the U.S. and in India, Centric is a renowned leader in virtually every aspect of business, technology, and digital services consulting for a broad array of industries—from

insurance and health care to energy, utilities, and financial services—ranging in size from bold startups to iconic Fortune 500 companies. "We look at everything from a business perspective," Heffner adds. "What is the problem our client is trying to solve? What technology or novel approach might enable the perfect solution? As we collaborate with our clients, our focus is less about a transaction and more about building a lasting relationship with them."

Driving Adaptation

Throughout the disruptive challenges of 2020, Centric provided various workplace solutions for companies forced to rethink

every aspect of their operations. In addition to helping clients develop and perfect remote operations, the company found itself playing a part in battling the pandemic when a Columbus-area health care company asked for assistance speeding up COVID-19 testing times. "We helped them reconfigure their testing process using robotic process automation," recalls Brad Stagmyer, vice president and Columbus practice lead. "This leading-edge, software-based option allowed our client to run the tests 24/7 and deliver results faster." Centric's ever-evolving expertise in data analytics, machine learning, and data science—coupled with its impeccable integrity and belief in human connection—is why clients partner with the company for the long term, Stagmyer adds.

Cultivating Balance

Centric's reimagining of what it means to be a business consultant has resulted in a uniquely loyal and happy workforce who have the time to invest in family and community. Without the expense of brick-and-mortar offices nationwide, the company invites employees on engaging trips and to gatherings throughout the year. "Our turnover rate is less than 7%; that's unheard of in this industry and says so much about our culture," says Stagmyer.

Doug Hood, Columbus practice lead, concurs. "It all comes back to our core purpose: to create an unmatched experience. That doesn't just mean exceeding expectations—every company says they do that. It's our goal that everyone who works with us—clients and employees—experiences goodness in every contact."



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