

FOR IMMEDIATE RELEASE:

The Strawhecker Group Promotes Mike Strawhecker to Partner

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OMAHA, NE (June 22, 2018) – Omaha-based payments consultancy, The Strawhecker Group (TSG), is pleased to announce the promotion of Mike Strawhecker to Partner. “Since Mike joined TSG in 2006, he has provided a huge contribution in the growth and success of the firm, and this promotion reflects that,” said TSG Co-Founding Partner, Jamie Savant. Mike was previously named Principal and became an equity investor in the company in 2015.

Under Mike’s leadership, the firm has developed several industry-first products. Launched in 2010, TSG built one of the foremost analytical tools in the payments industry called Acquiring Industry Metrics (AIM). AIM is now populated with \$1 Trillion in financial data from over 3.6 million card accepting merchants in the U.S. market. In 2016, Mike spearheaded TSG’s launch of its Gateway Enterprise Metrics (GEM) product, which measures the performance of credit and debit card transactions. The tool is now used by the companies that account for over 60% of all eCommerce transactions in the U.S.

Since joining the company over 10 years ago, Mike has established himself as one of the electronic payments industry’s thought leaders of the next generation. In 2014, Mike was awarded the Electronic Transactions Association’s (ETA) *Member of the Year*; at 33 years old he was the youngest recipient in its history. In 2018, he was named to the global payment industry’s inaugural Forty Under 40 by the ETA.

“Mike is setting an example for the next generation of payments professionals,” said TSG Managing Partner Kurt Strawhecker. “His drive to move the firm, and the industry, forward shows in everything he has accomplished since starting at TSG.”

Mike attended DePaul University in Chicago and spent time in Washington DC as a Congressional Intern, where his experience of working on the prescription drug bill showed him the light and steered his path away from a career in politics. He graduated With Distinction with a BS in Marketing & Management from Bellevue University and graduated from Skutt Catholic High School in 2000, where he is now a member of the Board of Directors. Mike resides in La Vista with his cat Meatball.

About TSG

The Strawhecker Group (TSG) is a fast-growing analytics and consulting firm focused on the electronic payments industry. The company serves the entire payments ecosystem, from fintech startups to Fortune 500 companies. The firm provides its clients with advisory services, research and analytics to help them plan and execute their strategic initiatives. Based in Omaha, a recognized payments industry hub, TSG is an established leader in this high-growth, ever-evolving space. For more information please visit www.TheStrawGroup.com.

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