



## **LEAD Consult aligns with additiv to support embedded wealth implementation**

**Zurich and Sofia, August 11, 2021:** LEAD Consult, a specialist in providing business and IT consulting services to the financial sector, is proud to announce a new partnership with additiv to meet the growing demand for wealth management services embedded into context relevant user-journeys.

The collaboration with additiv, a leading SaaS and Embedded Finance provider to the wealth management industry, comes in response to the increasing need for out-of-the-box state-of-the-art hybrid client wealth management advisory services alongside other financial products. Together, fast and efficient implementation is ensured to enable platform solutions, such as for independent financial advisors (IFAs), to realize the value of embedded wealth – an opportunity estimated to be worth \$100billion globally.

In addition, the partnership ensures that additiv clients will benefit from LEAD Consult's experience in integrating and onboarding trading and risk management systems for Tier 1-3 financial institutions.

Eric Andersson, General Manager Europe at additiv said "LEAD Consult are a great addition to our broad range of ecosystem partners. They are an ideal partner to support our clients when implementing our award winning DFS orchestration platform."

Eric continues "LEAD Consult's ability to analyze business issues, processes and requirements, support system and product design and undertake quality assurance is second to none. We have no doubt that this partnership adds even further value to the broad range of support that our clients already experience through our network of leading partners."

Dragomir Stanchev, Founder, CEO and Principal Consultant at LEAD Consult said "We are delighted to support additiv as it leads the way in making embedded wealth a reality. The importance of combining additiv's DFS orchestration platform with core banking, regulated services and financial planning through a streamlined approach cannot be underestimated."

"Our deep industry knowledge together with excellent skills in management consulting, technology and innovation allows us to challenge conventional thinking; which is crucial at this time when traditional finance models are being disrupted through embedded finance. Add to this our ability to deliver exceptional results that have a lasting impact on businesses and companies worldwide and we believe we are the perfect partner to implement end-to-end embedded wealth services to platforms including private banks and IFAs."

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# additiv

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## **About additiv**

Established in 1998, additiv partners with leading companies across the world to help them capitalize on the possibilities of digital wealth and investment management.

additiv's DFS® omnichannel orchestration platform is a system of intelligence for wealth management. It supports wealth managers looking for best-in-class Software-as-a-Service (SaaS) to deliver better engagement at greater scale. It enables financial institutions to access new distribution channels through a Banking-as-a-Service (BaaS) model. And it allows banking and non-banking providers to embed wealth services into their proposition.

Headquartered in Switzerland, with regional offices in Singapore, UAE, Germany and Kenya, additiv is supported by a global ecosystem of partners.

## **About LEAD Consulting**

LEAD Consult is a dynamic, customer-oriented company, specialized in providing software solutions as well as business and IT consulting services in the energy and financial sectors. Our deep industry knowledge together with excellent skills in management consulting, technology and innovation allows us to challenge the conventional thinking and deliver exceptional results that have a lasting impact on businesses and companies worldwide.

**For more information on the companies, visit [leadconsult.eu](http://leadconsult.eu) and [additiv.com](http://additiv.com).**

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