



## Banking Executive Joins Marakon Management Consulting at Charles River Associates (CRA)

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*TT Badrinath Further Expands Marakon's Offering in the Financial Services Sector*

BOSTON--(BUSINESS WIRE)--Jun. 29, 2015-- [Charles River Associates](#) (NASDAQ: CRAI), a worldwide leader in providing [management, economic, and financial consulting services](#), today announced that [TT Badrinath](#) has joined [Marakon](#), a management consulting practice at CRA. Mr. Badrinath has more than 30 years of experience in banking and extensive knowledge of banking businesses, regulations, and operations.

"Our vision is to grow Marakon's management consulting offering in core sectors, and TT Badrinath is another significant senior-level hire in Marakon's expanding financial services offering," said CRA's President and Chief Executive Officer [Paul Maleh](#).

Marakon Leader [Mason Kissell](#) added, "TT Badrinath is a dynamic executive with many years of success in international banking and we are excited to welcome him. His background is vast, having steered many transformative initiatives in such areas as technology and operations, risk management, restructuring, and business integration. He is an excellent fit with our financial services team, particularly as we work with clients to navigate the myriad of operational challenges and growth opportunities in their sector."

Mr. Badrinath has a track record of managing large, diverse, multi-country businesses. His areas of expertise include business transformation, strategy and restructuring, information management, business operations, and remote team leadership. During his tenure at Bank of America Corporation, he: led the simplification of key control functions (compliance, legal, risk, and audit) as part of a company-wide program; led the integration of the global markets businesses of Bank of America and Merrill Lynch; managed the divestiture of some of the bank's non-core businesses; managed the bank's enterprise data warehouse; and served as Chief Operating Officer for Latin America. Most recently, he served as Transformation Executive for Global Liquidity Risk Management.

Mr. Badrinath is a graduate in Cost and Management Accounting from The Institute of Cost Accountants of India. He earned a BA degree in Commerce, Finance, and Accounting from the University of Madras.

### **About Marakon**

Marakon specializes in strategy and helping CEOs and their leadership teams achieve winning performance and stronger organizations. Marakon has been working with business leaders for more than 30 years and has built a reputation for working with a client portfolio that has consistently outperformed its peers. Its consulting teams combine deep sector experience and functional knowledge. Marakon's approach is underpinned by value creation as the common denominator for decision making, a rigorous process based on a deep set of facts, and the assessment of alternative strategies as a mechanism to build leadership team commitment to the best path forward. More information is available at <http://www.marakon.com> and on [LinkedIn](#).

### **About Charles River Associates (CRA)**

Charles River Associates® is a global consulting firm specializing in [litigation, regulatory, financial, and management consulting](#). CRA advises clients on economic and financial matters pertaining to litigation and regulatory proceedings, and guides corporations through critical business strategy and performance-related issues. Since 1965, clients have engaged CRA for its unique combination of functional expertise and industry knowledge, and for its objective solutions to complex problems. Headquartered in Boston, CRA has offices throughout the world and is celebrating its 50<sup>th</sup> year anniversary in 2015. Detailed information about Charles River Associates, a registered trade name of CRA International, Inc., is available at <http://www.crai.com>. Follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).

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