



Guy F. Daniello, CEO & Founder, Peloton Consulting Group

Peloton

CONSULTING GROUP

HELPING ORGANIZATIONS GO FURTHER FASTER

Digital Transformation demands a firm that can provide robust capabilities to advise clients on their cloud journey, transform their business, and ensure they realize the benefits of their investment. Peloton is a leading professional services firm committed to helping clients leverage modern solutions to recognize the value

of digital transformation. They apply the same concepts of digital transformation, continuous improvement, leading-edge technology, and best practices they recommend for clients to their business growth, success, and transformation of Peloton.

Under Guy F. Daniello's leadership, the company has witnessed unprecedented growth for nearly two decades.

Guy's fundamental principles have been instrumental in the company's journey towards success – the power of surrounding oneself with the right people. He's quick to admit that Peloton's success isn't just about him – he'd argue that the company owes its achievements to the original founders and current team, whose shared vision and contributions make all the difference.

As an entrepreneur and CEO, Guy founded and built Peloton Consulting Group, a leading Management and IT services firm focused on helping businesses gain competitive advantage through digital transformation. For four years, Peloton Consulting Group has been recognized by Inc. magazine on the prestigious Inc. 5000 fastest-growing private companies.

As an experienced professional and passionate learner, Guy works with leading global organizations to drive business transformation by improving and streamlining financial and operational processes and systems. As an investor, he has provided capital and advice to numerous business leaders and entrepreneurs, enabling them to establish and build successful companies. He founded and currently serves as the CEO of the Peloton Kids Foundation, a 501 (c)(3) empowering kids and their families.

Becoming An Influential Leader

Guy is a strong believer in continuous learning and improvement. The journey of growth is a shared one. Guy's approach to innovation and decision-making comes from a concept Jim Collins, author and management guru, coined as "firing bullets first, then cannonballs." Guy says, "Take a strategic approach that aligns your core values of innovation and calculated risk-taking to maximize your chances of success. It's about learning the landscape, experimenting, adapting to change, and making informed decisions that propel the organization forward. This has been key to our innovation and success."

He also has a fact-centric mindset in guiding decisions, strategies, and daily actions. In a world filled with information and noise, it's easy to get carried away by opinions, assumptions, and emotions. Guy stands apart by his commitment to the facts and allowing the facts to guide the path forward. "In doing so, we reinforce our commitment to excellence and elevate the quality of our work," Guy explains. "Perseverance and resilience are key qualities for all employees at the firm, and we all embrace failure as a learning opportunity and remain determined to pursue your vision despite setbacks."

Advising every leader, Guy says that for leaders, customers must be at the heart of everything they do. Every company should treat customers as partners, collaborators, and teammates, actively listen, anticipate their needs, and show empathy and understanding. He says influential leaders understand the importance of empowering their teams; Guy enables his teams

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to take ownership, make decisions, and contribute to the firm's success. As mentioned, Guy is a lifelong learner. He actively seeks knowledge, is an avid reader, stays updated on industry trends, and invests in his own personal growth. They encourage their teams to do the same, fostering a culture of continuous learning and adaptation.

Digital transformation is all about embracing and driving change. Guy and his leadership team understand that change is constant and actively seek opportunities to adapt and evolve their organizations. He recognizes the importance of staying ahead of industry trends and encouraging a culture of innovation.

Peloton serves customers from various industries, including retail, professional services, manufacturing, consumer packaged goods, financial services, life sciences, high tech, construction and engineering, and energy.

Customer Focused

Customers are at the center of everything Peloton does and are always the firm's North Star. Guy's ideology is when you put the customer first, everything else will fall into place. The firm has a culture of listening, empathizing, collaborating, sharing knowledge, and focusing on tangible outcomes, striving to earn their customers' trust every day and help them progress faster. As highlighted above, Guy's core principle emphasizes the importance of the right individuals within the organization. His belief that strong, culturally aligned leaders and team members outweigh specific roles has proven instrumental to Peloton's success. This philosophy, coupled with his confidence that challenges will find resolution, has led to double-digit year-over-year growth.

Guy and his leadership team believe that the more considerable challenges become more manageable by focusing on the smaller details, learning from them, and adjusting. His skill in embracing change and fostering a culture of flexibility catalyzes innovation within our organization. He actively encourages team members to explore new ideas, start small, learn, adapt, and keep pushing for innovation.

Peloton Consulting Group had the vision and connected global capabilities to help organizations envision, implement, and realize the benefits of digital transformation. The team has the best practices, knowledge, industry expertise, and know-how to make digital transformation a reality by leveraging Enterprise Performance Management (EPM), Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Human Capital Management (HCM), Customer Experience (CX), Analytics, and Data Management for the cloud. Through connected capabilities, Peloton brings people, processes, and technology together.

Regardless of the industry, all clients experience the same level of exceptional customer service. It recently worked with a professional services client running a legacy system and needed help supporting its international growth. Manual processes were no longer scalable considering the global expansion poised to take the firm to the next level.

Peloton stepped in and started with a Phase Zero approach that drove essential requirements and mitigated risks from the project. It worked with the client's financial team to adopt a cloud platform that provided greater visibility and control over project costs, reduced manual processes, automated profitability analysis, and reporting, and supported international currencies, languages, and localizations.

In another instance, a retail client in the process of transforming their business was seeking to leverage strategic investments in technology to promote growth. With highly manual financial planning and reporting processes, they required the capabilities to leverage driver-based planning better and transition off the existing on-premises legacy solutions.

Peloton worked closely with the client's finance and IT teams to enable driver-based planning for core financial statements, provide sales and margin planning across all channels and individual locations, automate account reconciliation processes for compliance, and enhance the task management process.

Working towards a Better Future

For the days to come, Peloton has officially launched its Oracle NetSuite Advisory and Implementation Services. It is proud to strengthen its position as a leading provider of digital transformation services. This expansion enables Peloton Consulting Group to offer comprehensive services and solutions to their customers in their industries.

Peloton Consulting Group recently launched "Accelerators" for ERP, EPM, and HCM, designed to provide significant value to their customers through streamlined implementations, predictable timelines, enhanced functionality, and improved efficiency. They have also launched a business transformation office that will help the customers better align policies and processes, inform technology, and technology support policy and process.

For Guy and his team, the sky is the limit. "We want to expand our global capabilities and improve our skills via launching a new skills application that will help us understand our capabilities globally with in each practice, provide awareness for competitive advantage, utilize for strategic planning and recruitment," he concludes. [110](#)