

**Company:** West Monroe Partners

**Nomination Submitted by:** Golin

**Company Description:** West Monroe Partners is a global business and technology consulting firm serving middle-market clients across industries like financial services, healthcare, energy and retail. They specialize in strategy, operations, M&A and digital transformation, combining business expertise with technology solutions to create lasting value for organizations in the US, Canada and internationally.

**Nomination Category:** Individual Awards Categories

**Nomination Sub Category:** Female Executive of the Year – Business Services –11 to 2,500 Employees

**Nomination Title:** Casey Foss - Chief Commercial Officer

1. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 248 words used.**

Since then, Casey has led a transformative pivot in West Monroe's commercial and innovation strategy, placing artificial intelligence and data-driven solutions at the core of the firm's offerings and operations.

Recognizing the market's rapid shift toward AI, she mobilized the firm to establish a formal AI function ahead of competitors, creating momentum both internally and externally. Her efforts included launching internal AI enablement tools, developing client-facing AI use cases tailored to core industries, and forming strategic partnerships with technology leaders like ServiceNow and Databricks. These alliances have enhanced the firm's credibility and unlocked new revenue opportunities.

In just 2025, alone, roughly \$60M from five newly built AI-enabled proprietary assets was garnered. Relatedly, over the past year, revenue from newly developed offerings steered by Casey has amounted to nearly one-fifth of the firm's total. Furthermore, she recently launched its "Voice of the Customer" program, directly influencing 10% of firmwide revenue through improved client retention and growth, while also transforming a previously fragmented partnership effort into a channel now generating 24% of West Monroe's annual revenue. Put simply, Casey delivers.

Beyond metrics, what truly distinguishes Casey is her ability to inspire teams to see technology as a transformative force for the consulting industry. She builds teams motivated by a shared desire to innovate and deliver scalable solutions that fundamentally change how consulting firms operate and create value for clients. Few commercial leaders have moved as swiftly, fluidly or effectively to activate firm-wide AI adoption, operationalize tools and build high-value partnerships.

2. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 192 words used.**

Professional Role:

[West Monroe adds Chief Revenue Officer and Chief Commercial Officer to support next stage of growth](#)

Thought Leadership:

[Formula 1 is powered by data, but fueled by people](#)

[Achieving ROI today requires speed, value, and adaptability](#)

Media/PR

[CDOs and CDAOs: Rethink your role or fade away](#)

[Chief AI officers could play a big role in future C-suites, survey finds](#)

[Storytelling In Mentoring: How To Invest In Women Leaders](#)

[What Data Literacy Looks Like in 2025](#)

[Leading From The C-Suite: Casey Foss Of West Monroe On Five Things You Need To Be A Highly Effective C-Suite Executive](#)

[AI and professional services - what happened next...](#)

[It's not just jobs on the line — AI threatens the Big Four's dominance](#)

Strategies: Are you the 'sage on stage' or 'guide on the side'?

[Most companies struggle with making data-informed decisions](#)

Steal this idea: How to incentivize AI experimentation

[This is Digital, Episode 41: It's Not Just AI: 5 Tech Trends Defining the Future \(podcast\)](#)

[Episode 22: The 5 Trends Shaping the Future of Tech \(podcast\)](#)

[Episode 0: What is the digital mindset? \(podcast\)](#)

3. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

NA

5. Briefly describe the nominated individual: history and past performance (up to 200 words):

**Total 197 words used.**

Casey is a transformative leader who has played a pivotal role in shaping West Monroe's growth, marketing and innovation strategy. While her path to the global consultancy's Chief Commercial Officer spot has been anything but conventional, Casey's leadership acumen and positive impact on the firm are undeniable.

Casey began that path with Publicis Dialog where, while gravitating to the data-driven, relationship-centric nature of her marketing role, she often found herself frustrated by a technological inability to quantify her efforts' business impacts. It was upon joining West Monroe's marketing team in 2008 – after honing data-related skills at Discover Card – that Casey hit her stride in both impact measurement and leadership. Despite finding herself in a staunchly male-dominated industry, she quickly rose the ranks and transitioned into the firm's first Chief Marketing Officer in early 2019.

As CMO, Casey launched a digital-first brand strategy that helped West Monroe achieve a 20x EBITDA valuation during its capital event with MSD Partners (family office of Michael Dell), drove firmwide double-digit annual growth and built its brand and PR functions from the ground-up.

This success resulted in the creation of West Monroe's first Chief Commercial Officer role, occupied by Casey.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

**Total 243 words used.**

Casey's achievements are unique and significant in an industry where many leaders still react to AI rather than proactively shaping its adoption. Her infusion of AI into all internal workstreams has given West Monroe a clear first-mover advantage, both internally through operational efficiencies and externally through differentiated service offerings.

Unlike typical commercial officers focused on branding or revenue metrics, Casey holistically integrates marketing, innovation and growth strategy. By embedding AI into core commercial programming, Casey positioned West Monroe as a thought leader in consulting, ensuring go-to-market programs are future-facing and execution-ready in increasingly complex markets.

While Casey certainly stands out from the herd with her industry achievements, she considers her passion for mentorship her true professional lifeblood. In an industry where women often opt out before reaching senior leadership, Casey has made it her mission to change that outcome.

Inspired by her mother who "could do it all" and instilled the values of applying fierce passion and loyalty to any endeavor, Casey has personally mentored more than two dozen professionals, focusing on women and working parents navigating high-performance careers. Every director and partner currently reporting to Casey is a woman, the result of her intentional advocacy. In recognition of her impact, she received West Monroe's Sequoia Award, the firm's highest honor for mentorship and people leadership.

While guiding her industry's future female leaders, Casey is also actively shaping the future of consulting, positioning West Monroe as a leader in AI-driven growth and transformation.

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## Attachments/Videos/Links:

[Casey Foss - Chief Commercial Officer](#)

[REDACTED FOR PUBLICATION]