

FOR IMMEDIATE RELEASE

BankersLab and MCG Launch InsightLab:

A Game-Changing Partnership to Transform Lending Strategy in Volatile Markets

Mill Valley, CA, & Washington D.C., May 28, 2025 — [BankersLab](#), a global pioneer with patented simulation technology, and [Murrow Consulting Group \(MCG\)](#), a leader in financial services transformation and operational excellence for financial institutions, today announced the launch of **InsightLab**. This strategic partnership is a groundbreaking solution designed to transform how lenders approach strategy, risk management, and growth amidst current economic uncertainties.

InsightLab addresses critical challenges facing lenders through immersive simulation experiences specifically designed for C-suite executives, heads of lending, and risk and innovation leaders. The offering features scenarios focused on growth strategy, profitability and pricing, and risk-based decision-making tailored to the unique regulatory environment of the financial sector.

Designed for Lenders Navigating Market Uncertainty and Volatility

InsightLab is a dynamic simulation suite designed specifically for senior banking executives—including CEOs, COOs, CFOs, and Heads of Lending and Risk—who are navigating increasingly complex market dynamics. The approach combines BankersLab's world-class simulation expertise with MCG's deep advisory capabilities to deliver actionable, data-driven insights that improve performance and accelerate execution.

Enabling Trusted, Data-Driven Strategy Testing

"In today's environment, lenders need more than ideas—they need strategies they can trust and execute with confidence," said **Michelle Katics, CEO of BankersLab**. "InsightLab bridges this gap, enabling leaders to pressure-test growth and risk strategies in a simulation environment and emerge with a clear, prioritized plan."

The InsightLab offering provides several distinctive advantages that set it apart in the financial services market:

- **Simulation-Driven Strategy:** Allows executives to test approaches in a safe environment without using personal identifiable information
- **Synthetic Data, Real Outcomes:** Directly connects strategic decisions to measurable KPIs
- **Configurable for Your Reality:** The platform is designed to allow deep customization to address the unique challenges of banks, finance companies, fintechs, community banks, and credit unions
- **Actionable Deliverables:** Provides prioritized implementation plans backed by MCG's operational expertise

The simulation scenarios tackle challenges such as:

- Growth Strategy and Risk Management
- Profitability and Risk-Based Pricing
- Cash Flow Data for Lending Decisions
- Transformation and Innovation Enablement

Unlike traditional consulting or training approaches, InsightLab is hands-on, simulation-driven, and tailored to each institution's unique needs. They empower executive teams to align on strategy, understand the financial impact of key decisions, and respond swiftly to macroeconomic shifts. Early adopters of the InsightLab framework have reported exceeding peer growth rates.

InsightLab Delivers Actionable Results, Not Just Advice

"We designed InsightLab to deliver real outcomes—not just recommendations," said **Brian Murrow, Managing Partner at MCG**. "Our clients leave with measurable KPIs, stakeholder alignment, and a roadmap for action."

About [BankersLab](#): A Global Leader in Lending Simulation

Founded in 2011, BankersLab is a global leader in lending simulation training for financial institutions. It empowers decision-makers through experiential 'what-if' tools that drive strategic execution and operational excellence.

About [MCG \(Murrow Consulting Group\)](#): Experts in Financial Services Transformation
Murrow Consulting Group (MCG) is a leading strategy, business enablement, risk management, regulatory compliance, and advanced analytics consulting firm focusing primarily on the financial services industry. With a team of former senior bank executives and regulators, MCG delivers high-impact results through innovation and industry insight.

Media Contact

insightlab@bankerslab.com

www.bankerslab.com | www.murrow.net