

CEREBELLAS LLC SECURES KEY ENGAGEMENTS

NEW YORK CITY/December 15/PRNewsire/ -- Cerebellas® LLC, a strategic consultancy, realized significant growth in 2006 due to new and repeat client engagements in industrial, services and non-profit markets.

“The diversity of our client relationships is rewarding,” says Beth Zimmerman, Cerebellas’ principal, “and underscores our commitment to deliver exceptional strategic counsel across size, scope and industry.”

Harry Krantz Company, LLC is a vital addition to Cerebellas’ roster. A leading independent distributor of electronic components, they hired Cerebellas to evaluate internal operations, develop customer intelligence and craft key business plans. As a result and with Cerebellas’ involvement, Harry Krantz is building its human resource function, retooling call-handling capabilities and consolidating key internal operations.

“Cerebellas has become an invaluable strategic partner to our company,” says Jeff Krantz, the company’s CEO, “identifying critical issues for growth and implementing key tactics for us to reach our objectives. They work effectively within our corporate culture, having earned the respect and engagement of the entire management team, while bringing a clear-eyed, objective view to our most pressing challenges.”

“Our work with Harry Krantz exemplifies what Cerebellas is all about,” says Zimmerman, “transforming business insights into activities that build market leadership.”

In the non-profit realm, Cerebellas was engaged by Daniels College of Business at the University of Denver to facilitate management planning sessions and help write their strategic plan.

“Cerebellas brought a rigorous methodology that allowed us to identify our assumptions, points of agreement and points of uncertainty,” says Karen Newman, Daniels’ Dean. “We moved ahead farther and faster than we ever could have without Cerebellas’ help.”

Cerebellas extended its relationship with CH2M HILL, Inc., a global leader in full-service engineering and operations Cerebellas has served since 2004, to determine the viability of a potential new service for its Water Business Group.

“We’re honored to continue our work with CH2M HILL,” says Zimmerman.

“Cerebellas came highly recommended and I was not disappointed,” says Andrea Ramage, CH2M HILL’s Director of Sustainable Solutions. “With Cerebellas’ help, we gained valuable insight about our clients’ needs regarding a new service area. The results led us to refocus our efforts within one of our major business units.”

Cerebellas® LLC is an industry-neutral strategic consultancy serving organizations to help them build market leadership. It offers intelligence development, business strategy, implementation and speaker/seminar services. More information is available at www.cerebellas.com.

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