

For Immediate Release



LENATI PROMOTES KIRK JOHNSON TO PARTNER

Seattle, WA – March 2, 2011 - Lenati LLC, the Seattle-based consulting firm, today announced the promotion of Kirk Johnson to Partner. Johnson will be leading the firm’s efforts in the telecommunications and mobile industries, in addition to serving as a thought leader around advertising platforms and services.

“Kirk has been a key part of our success and we are thrilled to add him to our partnership team,” said Jennifer Winter, Co-Founder and Managing Partner of Lenati. “His ability to grow our practice during tough economic times has been a huge contribution to our firm’s strength. We look forward to continued success with him in a key leadership role at Lenati.”

Johnson joined the firm in early 2009 as Principal and quickly became a respected leader in the organization. Previously with Hitachi Consulting serving clients in the high tech and telecomm industries, he brings over 18 years of industry and consulting experience to his new position.

Johnson holds an MBA in International Marketing from Thunderbird School of International Management.

About Lenati

Founded in 2005, Lenati is a boutique management consulting firm that designs, implements and optimizes marketing, sales and services experiences for companies who want to build stronger customer connection. We believe product innovation and pricing are no longer sufficient to drive competitive advantage – today it depends on a company’s ability to deliver a compelling experience across the entire customer lifecycle. For more information, please visit www.lenati.com.

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