



For Immediate Release

LENATI NAMED 2010 “SMALL JEWEL” BY CONSULTING MAGAZINE

Hailed as a “Hidden Gem” of the Consulting Profession

Seattle, WA – April 8, 2010 – Lenati LLC, a Pacific Northwest-based consulting firm, has been named one of Consulting Magazine’s seven “Small Jewels” for 2010 in a nationwide search. This annual award recognizes hidden gems that make a big impact on the consulting industry. This year, Lenati was commended for its ability to grow while continuing to invest in its future during one of the toughest services markets in recent history.

“Our mission for our clients is what fuels our success,” said Kris Klein, Managing Partner and Co-Founder of Lenati. “We’ve focused on building solutions and practices that drive growth and success for our clients and we power it with passionate, seasoned expertise. We are thrilled to have been selected as a Small Jewel just a few years into building this firm, especially when our best is yet to come.”

Consulting Magazine described Lenati as a firm whose “moves are obviously paying off.” The firm plans to continue to aggressively evolve its solutions as market needs evolve. To this end, Lenati is launching two new practice areas this year with focuses on Tele-Optimization and CRM.

Along with its solutions, Lenati is actively building its skilled team. “Our practice relies on our ability to maintain the most experienced dynamic team of consultants in our region,” said Jen Winter, Co-Founder of Lenati. “Our success in building this team is evident on all of our projects. We look forward to doubling our team this year alone.”

The Consulting Magazine Seven Small Jewels article is available online at www.consultingmag.com and in its April 2010 issue.

About Lenati

Lenati is a professional services firm offering strategic methods for clients to have meaningful connection with their customers in order to elevate performance, revenue, and market share. Lenati offers a variety of solutions to help companies effectively develop products and experiences that are invaluable to their customers. Based in the Pacific Northwest, Lenati is well-known for intellectual rigor, practiced expertise, and an uncanny ability to perceive and meet clients’ needs. Lenati was founded as Vitalent Group in 2005 by Jennifer Winter and Kris Klein, former executives at Arthur Andersen Business Consulting and Hitachi Consulting.

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