

I2I, LLC Acquired by Dallas Company

I2I, LLC announces they have been acquired by Symbolist, a 20 year old Dallas company that provides reward and recognition programs for a variety of Fortune 1000 clients.



I2I has been a consulting-only organization for the past 5 years providing program evaluation, program design and overall motivation and influence advice for a variety of end-user clients and for companies that provide incentive and reward programs. “Being part of Symbolist expands the offerings available to clients who would normally engage with I2I for advice only. We can now offer fulfillment as well – and at a level of quality that matches the level of support our clients are used to.” Said Paul Hebert, Managing Director at *I2I*.

This acquisition was the result of numerous conversations between Tom Miller, President of Symbolist and Hebert over the past few years. *“Tom and I agreed that fulfillment had almost reached a “steady state.” In other words – there is a lot of parity in program fulfillment across many suppliers. We also agreed that the real value for clients in the future is program design and the ability to leveraging non-reward techniques to drive behavior change in organizations.”* Said Hebert. *“And that is what I2I does every day.”*

The *I2I* brand will be absorbed and combined with Symbolist and all thought leadership and online properties and elements of the *I2I* social networks will be transitioned to the new company. Symbolist boasts 20 years of expertise in the industry and has its own quality consulting practice in addition to its state of the art fulfillment systems.

The acquisition is effective Jan 1, 2013 however; the merging of the two company’s websites and social networks will be an ongoing, staged process as the two companies combine their thought leadership on one site and communicate with their respective client lists.

About Symbolist

Symbolist creates emotional connections between brands and people by linking today’s technology to the enduring symbols of success and rewards specific to each company’s unique personality and value set. We do this by helping engage your employees, your channel partners and your consumers, with expertly designed incentive, recognition and reward initiatives. Our unique way of creating these programs creates a sustainable personal connection to the people that drive your business success.

Through Symbolist programs companies engage their people and build their brand – at an emotional level.

Symbolist helps companies **create a place where people want to be.**

<http://www.symbolist.com>

About I2I

I2I designs new, or audits existing, motivation, incentive and reward programs to increase their effectiveness and reduce costs. Through the use of proven motivational theory, behavioral economics and social psychology we help drive extraordinary company performance with the employee, channel and consumer audiences. Additionally, *I2I* provides influence program training and education services for companies seeking to increase the effectiveness of their current initiatives.

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