



Converge Consulting
415 12th Avenue SE
Suite 100
Cedar Rapids, IA 52401

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Converge Consulting Builds Business Model for the Future

Converge Consulting has seen significant growth of clients and employees and is creating a sustainable business model for the future.

The company, in its fourth year of operations, recently added several new members to its team of digital marketing experts. New positions filled include operations lead, digital strategist, marketing strategist and business development.

Andy Sulhoff joins the Cedar Rapids office as an operations lead, bringing years of agency experience and a certificate in project management to his role. Before joining Converge, Sulhoff worked as project manager at a local agency.

"The opportunity at Converge is truly phenomenal," said Sulhoff. "The Operations Lead position allows me to use my strengths everyday while continuing to learn and grow as the company experiences rapid expansion."

John Staak (University of Iowa, Class of 2015) and Gina Patterson (Iowa State University, Class of 2015) join the Cedar Rapids office as digital strategists. Monica Nieves also joins the team as a marketing strategist, focused on company marketing efforts and event planning for their annual inbound marketing conference.

Ann Oleson, CEO at Converge, said that team growth was critical, both for the company's higher education clients and for the future of Converge.

"We celebrated a huge landmark for our business by welcoming our hundredth client in May," said Oleson. "We've seen a 150% increase in unique visitor traffic to our website within the last year."

In addition to new positions, Converge has expanded its leadership team with several promotions. Digital strategist, Hayley Warack, is now vice president of digital strategy, and content strategist, Megan Cendrowski, is now vice president of content strategy.

The company is also beginning to grow its team in Colorado. Phil Clemens joins the business development team in the Denver office. Clemens has several years of experience in higher education and will focus on sales and new opportunities.

"With doubling sales from 2014 to 2015, team growth and new leadership roles are integral as we continue to scale our business," said Converge President and Managing Partner, Jay Kelly. "All indicators point to a successful environment for sales in the future."

Converge Consulting is a digital agency for higher education with offices in Cedar Rapids, Iowa, Denver, Colorado, and Manhattan Beach, California. Converge uses what's new and next in inbound marketing, website design, content strategy, search engine optimization, digital advertising and web analytics to positively impact student recruitment and alumni engagement for colleges and universities around the world.