



Converge Consulting
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Converge Consulting Announces Grand Opening of New Office

Cedar Rapids, IA— Converge Consulting is doing things differently, and not just in the higher education marketplace where they are the first company that works specifically with colleges and universities on inbound marketing.

The firm recently announced the grand opening of their new office in the New Bohemia District of Cedar Rapids. Located in the newly constructed Geometric Building, the space is inspired by the company's new and next motto, embodying the innovation and creativity that drives their work.

"We are focused on what's new and next in higher education marketing," said CEO, Ann Oleson. "Over the past 15 years, Converge has traveled to every major city in America – the new office is a culmination of where we have been and where we are going."

Geometric CEO, Eric Engelmann is a leader in entrepreneurship and modern business tactics in the Creative Corridor. From instituting an agile work environment, complete with scrum masters, to bringing together a community of entrepreneurs in Vault and the Iowa StartUp Accelerator, Engelmann knew Converge Consulting would be a great fit for the building.

"Converge is leading the charge for innovation in the higher education market," said Engelmann. "Their curiosity and energy really fit the culture we have worked to develop, and we are thrilled to have them join us here at 415."

Complete with commissioned artwork, fireplace, antique chessboard and hanging chair – the new space is designed to be warm and comfortable, a place where people feel free to explore, confident to take risks and energized to work.

Two local artists were commissioned to work on art for the office – [Priscilla Steele](#) and [Karen Kurka Jensen](#). Steele's pieces capture the detail of flowers in larger than life chalk prints while Jensen's sumi-e pieces capture bamboo, trees and nature.

"My hope is that it [art] always brings you joy, reminding you and your staff of greater things and a greater purpose." said Jensen of her work for Converge.

The new office does not include time cards, expensive traffic systems, non-compete agreements or cubicles. Ann Oleson and Jay Kelly wanted to create a culture that facilitates their belief in leadership at all levels.

"Employee retention, growth and productivity are driven by passion," said President Jay Kelly. "Passion is driven by happiness, positive energy and a feeling of being stimulated and secure in the work you do."

There is a full image gallery of the new space on [Converge Consulting's Facebook page](#).

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