

**Consalia appoints Ian Helps and Ginny Leppenwell
to support global growth**

London, 30 September 2011: Consalia, a global consultancy dedicated to sales performance improvement, has made two key appointments to support rapid business growth.

Ian Helps joins Consalia as board member and director responsible for EMEA and North America. In this role he will be responsible for Consalia's existing account base, developing new accounts and managing the sales operations of the group.

Ian is an acknowledged business leader in sales improvement and key account management. He has held a number of senior positions including vice president of global accounts at Invensys, consulting manager with Shell's management consulting group and, most recently, partner at KSS Consulting.

Ian has wide experience in sales and leadership across sectors including energy, IT, consulting and services. He is a regular external speaker and is both a Practice Advisory Board member and external examiner at Cranfield Business School.

Ginny Leppenwell is appointed head of accreditation services. She is responsible for development of Consalia's university accredited courses, including the introduction of the company's Masters Programmes in Sales and Sales Leadership. This role is in addition to acting as a lead consultant with key customers in Europe.

Ginny is a highly experienced consultant, coach, trainer and instructional designer and has been working as a consultant in organisational development and change for 20 years across a range of sectors both public and private. Ginny has designed, delivered and

project managed sales and leadership programmes for companies including HBOS, Eon, Royal Mail, Waterstone's, WaterAid, The Carbon Trust, Disney and Costa.

Dr Philip Squire, CEO and founder of Consalia, said: "Ian and Ginny's appointments recognise that Consalia's unique approach to sales improvement is being endorsed by our customers and is creating rapid growth for the company. Consalia provides the best sales performance improvement experience in the industry. We will continue to work with our customers to focus the mindsets of their sales leaders and teams on what it takes to win.

"Ian and Ginny will deepen and extend Consalia's competencies and help the company continue to grow at an impressive rate across EMEA, Asia Pacific and North America."

About Consalia

Consalia is a global sales performance improvement company. It helps international companies optimise sales performance through consultancy and customised training and coaching solutions. Consalia's approach integrates a proven values-based framework that delivers exceptional results. Established in 2006 as a joint venture by three leading European consulting groups with a combined turnover of €35 million, Consalia has 320 consultants and a global network of offices and international partners. To find out more visit www.consalia.com

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