



**For Immediate Release
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FOR IMMEDIATE RELEASE

Illumia Consulting Group Forms European Alliance

Chicago, IL – Illumia Consulting Group today announced a strategic alliance with Amplified Group in turn expanding reach across both Europe and North America markets.

Illumia’s Managing Partner, Sanel Kostic, said: “We recognize the global nature of our client base and understand the need to scale well beyond the North America footprint. Amplified Group’s ethos, performance driven methods, and complementary service lines operate as a natural fit as we execute upon our global expansion directives. This symbiotic relationship clearly illustrates the power of Wiley’s 2,900 partners committed to people development topics globally. We look forward to partnering with our EU colleagues while engaging both existing and new clients in both markets.”

Amplified Group’s Co-Founder Siâron van Wetten said: “Our client base in High-Tech is by nature trans-Atlantic. Joining forces with Illumia Consulting, to extend our reach into North America, enables us to provide a more comprehensive approach to both our existing and new customers. Allowing us to scale our best practices for our clients to build the strong organizational alignment they need across their organizations in order to thrive in today’s fast-paced world.”

“Forming this alliance with Illumia gives us the confidence that our clients will be in a trusted pair of hands in North America. Illumia’s values, experience and what they stand for, which is delivering performance through people, directly aligns with Amplified Group’s principles.”

About Illumia Consulting Group

Illumia Consulting Group is a management consulting firm focused on delivering performance through people. We cultivate teams that strive to achieve dramatically transformative outcomes — achievements that alter the very DNA of the organization while considering both financial and human elements.

Our approach is anchored in nearly 40 years of research, psychology-based effectiveness tools, and substantial results across automotive, aerospace, defense, chemicals, consumer products, government, life sciences, media & entertainment, minerals, nonprofit, public relations, and technology sectors.

About Amplified Group

Amplified Group believes to thrive in today’s fast paced world, organizations need a high trust culture. Their advisers work to unite teams, break down silos and align organisations for change. Working across industry sectors with a primary focus on the High-Tech Industry, Amplified Group has successfully demonstrated significant productivity increases by focusing their clients on the value of their employees working together as an aligned organization towards a common goal.