



Tantum Group announces alliance with Celerant Consulting

Sao Paulo, August 20th, 2011 – Tantum Group, a global consultancy specialized in strategy and innovation management, announces the start of their alliance with Celerant Consulting, a global operational strategy and implementation consulting firm. The goal of the alliance is to establish the first consultancy focused on operational strategy and implementation with global coverage.

"Our focus is to deliver results in operational management, in a tangible way, rapidly and sustainably," said Mathias Mangels, Director of Tantum Group. "Our operational strategy and implementation approach is unique and focused on a deep behaviour change. "This approach has been well received by many clients in Latin America as they are experiencing tremendous growth and have been looking for this type of consultancy" added Gustavo Rojas, vice president and managing director for Latin America of Celerant.

This new alliance enables Tantum Group and Celerant to help clients achieve the right results through an integrated approach that includes a detailed analysis in operational strategy, and a comprehensive implementation plan.

The companies work with a holistic view of long-term operational strategies and are able to offer a wide range of consulting services to their customers in order to:

- drive improvements in performance,
- align the organization in accordance with the vision, mission and objectives business,
- achieve excellence through efficient processes,
- manage business performance,
- optimize cash flow by implementing a sustainable culture and
- increase sales and revenue by improving operations.

About Tantum Group

Founded in 1989, Tantum Group is a top of mind management consulting company and the precursor of many management movements to drive shareholder value through effective concepts of strategy innovation, management and deployment, such as the Execution Premium concept developed in alliance with Professor Robert Kaplan and David Norton from HBS and the Value Innovation approach, developed in cooperation with Prof. Venkat Ramaswamy from the Ross Management School. The firm has over 300 customers in Latin America, North America, Europe, Middle East and Africa, several awards and been cited in international publications for excellence in executing their strategies. For more information please visit www.tantum.com



About Celerant Consulting

Celerant Consulting is a leading Operational Strategy and Implementation consulting firm.

From managing complexity to creating a cash culture, Celerant helps CEO's anticipate strategic changes and implement a more capable and profitable organization. Our capabilities cover the entire spectrum of Operations Management, with a core focus on Performance Improvement and Behavioral Change Management. The essence of Celerant's approach is that consultants work side-by-side with people in the front lines of business from the boardroom to the shop floor to ensure the delivery of sustainable and measurable benefits. Celerant embeds long-term behavioral change into the culture of its client organizations using a unique approach called Closework®. According to Kennedy Information, "The Closework® approach provides a compelling emphasis on client intimacy and is an attractive value proposition for clients needing reassurance that their consulting investments are well spent." For more information, please visit www.celerantconsulting.com.