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Trissential Growth Spurs New Leadership Hires

MINNEAPOLIS, MN, March 1, 2011 — Trissential, a management consultancy focused on business improvement, has filled three key positions in practice areas and marketing. Trissential experienced nearly 60 percent revenue growth in 2010 and continues to strengthen the breadth of its team with the addition of these new leadership roles.

“The Trissential Business Model, which is designed to help organizations align strategy, management and implementation of process improvement initiatives, has found strong resonance among organizations looking to increase competitiveness,” said Keith Korsi, who along with Michael Vinje is a cofounder of Trissential.

Vinje added, “A significant contributor to client satisfaction and company growth can be found in our policy of hiring senior talent — people who distinguish themselves in their respective areas of expertise. Our three new staff members are no exceptions.” Both Korsi and Vinje were recently named Minnesotans on the Move by *Finance & Commerce* magazine.

New Practice Area Hires

Steve Huck, PMP, is Trissential's E3 Practice Director, a practice area devoted to helping Trissential clients successfully execute business improvement programs and projects. Huck has helped more than 20 Fortune 500 organizations, including AT&T, United Airlines, and Accenture, launch and execute successful process improvement programs. Huck was instrumental in the development of Accenture's patented Accelerated Process Improvement Framework and served as Global Deployment Lead. Most recently, Huck was a Practice Lead for Slalom Consulting where he initiated the firm's IT Process Improvement practice.

Huck holds a bachelor's degree, cum laude, in Civil Engineering from Bradley University.

Dale Wilson is Trissential's Wisconsin Practice Director with responsibility for all three business improvement practice areas (strategy, management and execution).

Wilson has more than 20 years of experience in the areas of business improvement consulting and information technology. While at Miller Brewing Company, he held three director-level positions: Sales Project Management Office, Marketing Project Management Office, and Information Systems Division Management Services. At Leapnet/SPR, Wilson was Director, Software Quality – National Practice Lead.

Wilson holds a bachelor's degree, cum laude, from the University of Wisconsin-Eau Claire, and a Doctor of Jurisprudence (J.D.) from the University of North Dakota.

Integrated Marketing Role

Rebecca Martin is the company's first Director of Integrated Marketing. Martin is responsible for leading Trissential's marketing programs, corporate communications and brand strategy. She joins Trissential with more than 10 years of marketing experience in business and technology, where she developed customer-focused programs and communications strategies that directly impacted the bottom line.

While an Integrated Marketing Manager at Oracle, Martin created marketing campaigns that generated a high volume of sales leads. As Director of Corporate Communications for Stellant – a content management software firm – Martin built customer relations, public relations and award programs that helped to successfully position the company for acquisition by Oracle.

Martin holds a bachelor's degree from the University of Wisconsin.

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About Trissential

Trissential, www.trissential.com, is a regional management consultancy focused on business improvement. The firm is passionate about helping clients build effective strategies, efficient management and exceptional execution through the right mix of process, discipline and rigor. Trissential offers expertise in a wide range of industries, plus specialized practices for Enterprise Resource Planning and Supply Chain, JD Edwards and Public Sector.

With offices in Minneapolis, Minnesota, and Madison and Milwaukee, Wisconsin, Trissential serves clients in the upper Midwest.