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**Wheelhouse Group Acquires Ethos Strategic Consulting**  
*Company Strongly Positioned to Create Impact for Leaders and Organizations  
Undergoing Business Transformation*

**Fairfax, Va.**— Today, Wheelhouse Group, Inc., a woman-owned small business consulting firm, announced that it has acquired Washington, DC-based Ethos Strategic Consulting. Ms. Joiwind Ronen, Ethos Strategic Consulting president and founder, has been named a Wheelhouse Group partner. The combined company shares a leadership philosophy and core expertise in organizational change, strategic communications, and program management. The acquisition will deepen the company’s ability to guide government, commercial and non-profit clients through complex business and technology transformation.

“Ethos has been a valued Wheelhouse teaming partner and collaborator for some time, and we are thrilled to officially unite with this talented team. Ethos shares our belief in the collective ability of enthusiastic people to create lasting, positive change. As today’s leaders shape innovative business strategies, such as modernizing IT systems, enhancing the customer experience, moving to DevOps/Agile or addressing their changing workforce needs, we now have even deeper expertise to help them build stakeholder commitment and enthusiasm for change,” said Laurie Axelrod, Wheelhouse Group chief executive officer.

Wheelhouse Group recently conducted research of leaders in IT, government, non-profit and commercial sectors and found that 83% believe that engaging and gaining consensus amongst stakeholders is essential to any successful organizational transformation initiative, yet 51% concede that they fall short in doing so. By integrating effective messaging that speaks to people’s needs with tools to overcome common barriers, leaders can realize an ambitious vision and manage transitions with higher success rates. Today’s acquisition of Ethos Strategic Consulting positions Wheelhouse Group to capitalize on the increasing market demand for these services.

“My team and I have a passion for helping government agencies and industry run more efficiently and better engage its stakeholders. Working side by side with the Wheelhouse Group team will allow us to make an even greater impact,” said Ronen. Since launching Ethos Strategic Consulting in 2005, Ronen and her team have led dozens of large business transformation efforts across all levels of government and private industry.

“Joiwind is a passionate change agent and strategist who brings exceptional leadership to her clients. She and her talented team will enhance our ability to serve our clients with increased depth of expertise in leading change and engaging stakeholders,” added Axelrod.

Visit [www.wheelhousegroup.com](http://www.wheelhousegroup.com) to learn more about the acquisition.

**About Wheelhouse Group, Inc.** Since its founding in 2003, Wheelhouse Group has helped government clients, global Fortune 100 companies, and non-profit organizations utilize a variety of organization effectiveness, change management and communications disciplines to address their critical business challenges. The company partners with clients to successfully navigate constant change; improve how individuals and teams function; and continuously improve organizational performance and transformational objectives.

Wheelhouse Group founders, Laurie Axelrod and Beth McDonald, captured years of experience supporting the “people side” of transformational change in their book, *The Method and the Magic: Every Leader’s Guide to Making Transformational Change Happen*. The approach and real-life lessons in this book help leaders confidently and competently deliver lasting, meaningful change. Honed over years of helping organizations large and small, public and private, their methodology is based on common sense principles, informed by the best thinking in the change management field, and guided by an understanding of human behavior.

Wheelhouse Group, Inc. is an SBA-certified woman-owned small business (WOSB) headquartered in Fairfax, Virginia. Visit [www.wheelhousegroup.com](http://www.wheelhousegroup.com).

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