



## **B.E.R. Partners celebrates 3 years of operations with an enhanced team and new services**

**Chicago, IL – August 2nd, 2009 -** B.E.R. Partners, a management consulting firm that specializes in helping companies reach their highest growth potential, is celebrating 3 years of operations. Since its creation in 2006, B.E.R. has worked with companies of all sizes in the United States and Latin America in the articulation and practical implementation of growth strategies.

### **Enhanced Team**

After 3 years of operations, B.E.R. has added enhanced its team with the addition of two high caliber professionals. Seena Jacob, will join the Chicago office as Principal and Carlos E. Casallas, will join the Bogota office also as Principal.

Seena has more than 12 years of experience in market strategy and international business. She has supported many companies in “bringing abstract concepts to life” by creating and implementing market and business plans through extensive market research and intelligence. She has an M.B.A. in Marketing and Finance from Loyola University. She also has a Bs. in English Literature and Language from Mundelein College of Loyola University and St. Teresa’s College in Kerala, India. She is currently a member of the Chicago Council on Global Affairs.

Carlos is an Industrial Engineer with more than 15 years of experience in strategy, business growth, marketing, sales, and corporate efficiency for corporations, government and non-for-profit organizations. Carlos has a Graduate Degree in Engineering Management Systems and Project Management and a B.S. in Industrial Engineering from Pontificia Universidad Javeriana. He is native Spanish speaker and has working knowledge of English.

## New Services:

To complement B.E.R.'s existing solutions, the company has added three new services to support their growth of their clients:

- **Business Analytics and Modeling:** designed for companies that want to quantify and visualize in numerical terms the impact and implications of a given business problem or strategy.
- **Executive Training And Coaching:** created for clients that seek to develop a capable and competent team.
- **Business Outsourcing Services:** designed for companies what want to optimize operations, realize cost reductions, supplement skills, or focus on the core business competencies. These outsourcing services help customers deal with competitive pressure, execute faster, realize savings, and deliver higher quality services

“I am incredibly excited about the future of B.E.R. Seena and Carlos bring to the table very relevant multicultural world class experience in growth and strategy. They are a terrific addition to our team and I am sure that with our enhanced team and integrated growth offering, our clients in both, the US and Colombia will be better served in reaching their growth goals” said David A. Bernal, founder of B.E.R.

**For more information about B.E.R. enhanced team please visit:**

[www.berpartners.com/en/company/team.html](http://www.berpartners.com/en/company/team.html)

**For more information about our B.E.R. solutions offering please visit:**

[www.berpartners.com/en/services.html](http://www.berpartners.com/en/services.html)

## About B.E.R. Partners

B.E.R. Partners is a management consulting firm that specializes in helping companies reach their highest growth potential. Our mission is to offer customized, high quality, high value business services to forward thinking companies so they can achieve higher levels of growth. Our approach is based on sound business experience and knowledge, grounded in facts, but yet practical for implementation and execution.

B.E.R. Partners was founded in 2006 and currently have offices in United States (Chicago, IL) and Colombia (Bogota D.C.). We leverage international networks, economic systems, and cost structures to offer these high value services. Our team has extensive experience in United States and Latin America.

For more information please contact

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