

Satov Consultants Inc. Acquires Torque Customer Strategy

By joining forces, clients receive a broad offering of strategy, operations and go-to-market advice, founded on deep consumer insight

TORONTO, 24 September 2009 – Satov Consultants Inc., a leading boutique management consulting firm, announced today it is acquiring Torque Customer Strategy, one of Canada’s leading go-to-market consulting firms. Torque’s customers include well-known brands such as RIM, Rogers, Cisco, Royal LePage, Genworth Financial Canada and many others.

Torque will operate as an integrated business within Satov, continuing to serve its clients directly and benefiting from a broader leadership team, shared talent development and better scale in back office functions.

"Market opportunity assessment and segmentation is a large and growing part of our business. We’ve known and respected Torque for many years and the team’s experience is an outstanding fit with our offering. We will continue to explore ways to acquire capabilities in key areas," said Mark Satov, founder, Satov Consultants Inc.

As a partner in the new entity, Mark Healy will lead the Torque business unit and all market insight and customer segmentation activities across the firm.

"What makes this really exciting is the fact that we will be able to examine opportunities for our clients with a more holistic view of the company," said Mark Healy, founder, Torque Customer Strategy. "By joining forces, customers will now have access to a broader range of strategy and operations capabilities."

Specific financial terms were not disclosed.

About Torque

Torque is a leading Canadian boutique consultancy focusing on go-to-market strategy. Based in downtown Toronto, Torque helps clients diagnose and remedy market-facing problems, or size up and pursue new opportunities. Typical assignments stem from loss of market share, customer apathy, brand confusion, or new market exploration/product introduction, re-branding and M&A due-diligence. To learn more, visit: www.torquecustomerstrategy.com.

About Satov

Satov is a leading Canadian boutique consultancy helping companies in the areas of strategy and operations and often participating in implementation. The firm was founded in 2002 and is based in Toronto. Clients in Canada and the United States include Air Miles, Rogers, Great West Life, Zellers and CIBC Mellon. To learn more, please visit: www.satovconsultants.com.