

Contact: Juergen Kuebler
Managing Director
Syntuity
Phone 303.617.4481 x102
juergen@syntuity.com

Contact: Peter Svenneby
Managing Director
Syntuity
Phone 303.617.4481 x101
peter@syntuity.com



Syntuity
PEOPLE TRANSFORMATION IMPACT

Press Release

Syntuity Announces new Key Executive

Mike Underwood named Partner

Denver, CO, 28 June 2011: Syntuity LLC, a leading human capital training and development company, today announced a key appointment. Mike Underwood has joined Syntuity as a new Partner.

"Mike's success record of developing and leading large scale corporate initiatives and organizations gives him a unique perspective that we find to be extremely relevant to the needs of our clients", says Juergen Kuebler, Managing Director. "He brings to us a strong interest in development of people and the organizations they serve at all levels."

Responsible for both Business Development and delivery of Syntuity's development programs, Mike will work closely with Managing Directors Peter Svenneby and Juergen Kuebler in developing customer strategies and new customer solutions for Syntuity's Sales Wisdom and RELATE programs. He joins Syntuity after a 30-year career in the Information Management industry where he held sales, sales leadership, program management and executive general management positions with Digital Equipment, Oracle and CH2M HILL.

"Having the opportunity to help companies improve business results through enhanced interpersonal and organizational effectiveness is very exciting to me. After experiencing first hand, as a customer, the quality and impact that the Sales Wisdom and RELATE programs offer, I am honored to join the Syntuity team. I am excited about helping to drive the expansion of Syntuity's corporate change programs to further establish Syntuity as the leader in this domain." said Mike Underwood.

Mike holds a Bachelor Degree in Information Systems Management from San Diego State University and has completed certificate programs in Financial Risk Management from the University of Michigan and in Strategic Selling Mastery from Miller Heiman.

For Release 9 a.m. EDT, 28 June 2011

About Syntuity

Syntuity is a human capital training and development company. They work with companies of all sizes to drive corporate change initiatives that impact revenue. The focus of its programs is on transforming the mindset, attitude, interpersonal skills, and habitual behavior of employees at all levels. The company is known for its unique ability to engage non-sales employees in the sales function. Syntuity works with executives, managers, engineers, consultants, salespeople and others to drive business development, sales, profitability, internal efficiency, innovation and synergy throughout its customers' organizations. Syntuity was founded in 2010 as the re-launch of Svenneby Corporation, which was founded in 1998. Syntuity is headquartered in the metro-Denver area in Colorado, USA. For company information please see <http://www.syntuity.com>.

