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Syntuity
PEOPLE TRANSFORMATION IMPACT

Press Release

Syntuity Appoints new Key Executive

David Aden named Partner

Denver, CO, 2 June 2011: Syntuity LLC, a leading human capital training and development company, today announced a key appointment. David Aden has joined Syntuity as a new Partner.

“David brings a wealth of executive level engineering and business management experience from the manufacturing sector” says Juergen Kuebler, Managing Director. “His strong technical background, business knowledge, and experience with complex global projects will be a tremendous asset to Syntuity and to our customers.”

Applying Syntuity’s corporate change programs within manufacturing industries, Mr. Aden 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 22 year career with Nexteer Automotive, the former Steering Division of Delphi and originally General Motors, where he held leadership positions in engineering, manufacturing, business planning, and business line management.

“I’m excited to join a great Syntuity team. In the automotive industry single business awards may take years to pursue, can be worth \$US billions in revenue and often involve decision makers, with different objectives, located in multiple regions. Effective personal interaction across a large number of customer contact points is a key success factor” said David Aden. “Syntuity’s Sales Wisdom and RELATE programs are specifically designed to help companies take advantage of these opportunities.”

David holds a Master’s Degree in Business Management from the University of Michigan, a Bachelor’s Degree in Mechanical Engineering from New Mexico State University and has completed executive development programs at Thunderbird College.

“David comes from a leadership role in an organization that has successfully undergone dramatic change in the last few years. This experience, combined with his ability to build diverse global teams, makes him an ideal resource to assist Syntuity customers with transformation initiatives” said Peter Svenneby, Managing Director.

For Release 9 a.m. EDT, 2 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>.

