



## CHANGE MANAGEMENT SOLUTIONS AND STRATEGICSTRAITS JOIN FORCES

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**FOR IMMEDIATE RELEASE**

April 16, 2010 11:00 a.m. EDT

(Arnold, MD and Washington, DC) Change Management Solutions of Arnold, MD and StrategicStraits, Inc. of Washington, DC, two consulting firms working to advance global association activity, announced they will collaborate to create a one-stop shop for market and cultural intelligence for organizations looking to enter the international arena.

[Change Management Solutions](#) is a four-year old economic and strategic consulting firm founded to “help clients to identify, understand, and harness the forces of profound change.” [StrategicStraits, Inc.](#) specializes in “helping international organizations develop their global identity and competency.”

Change Management Solutions’ principal, [Richard O’Sullivan](#), sees this relationship as “an opportunity to provide clients with a seamless delivery of the strategic intelligence and cultural competence they need to succeed in an increasingly global environment.

Once Change Management Solutions has provided an international or global strategy, StrategicStraits quickly develops the cultural competency the organization needs to ensure its success.” [Sirin Koprucu](#), StrategicStraits’ principal, described the partnership as “a natural fit” of the two firms’ complementary services, noting “combining an understanding of the economic and regulatory drivers of a market with a cultural awareness of peoples and behaviors gives clients the tools needed to address the complexities and subtleties of global markets.”

O’Sullivan and Koprucu met three years ago at the American Society of Association Executives (ASAE) annual International Conference, where both have become perennial speakers. Excited by each other’s work, they have recommended each other’s firms on several occasions, prompting the move to more formal collaboration.

Paul Montgomery 5/6/10 3:00 PM

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