

LaMarsh Global and Madison Ave Consulting announce partnership to expand change management support for Salesforce implementation projects

Collaboration to improve the success of transitions to cloud-based technologies through strategic change management.

August 4, 2021 (Chicago, IL) – LaMarsh Global and Madison Ave Consulting announced a new partnership to improve the success of Salesforce implementation projects through strategic change management.

Starting today, Madison Ave Consulting is offering an expanded range of services dedicated to all stages of Salesforce implementation and sustainment. Organizational change management related to the acceptance and adoption of Salesforce solutions will be supported by LaMarsh Global, a global leader in change management training and consulting.

“When paired with a quality solution, LaMarsh Global’s change management methodology, Managed Change, is positioned to drive the acceptance and adoption of that solution to improve the success of any project,” said Sheila Fain, CEO of LaMarsh Global.

“Madison Ave Consulting delivers quality Salesforce solutions, and this partnership will benefit their clients that rely on behavior change for success.”

With a focus on the full-service implementation of cloud-based business technologies, Madison Ave Consulting designs, introduces and optimizes Salesforce systems for organizations of all sizes.

“We are passionate about transforming organizations by leveraging the latest in technology,” said Mitch Ebin, founder of Madison Ave Consulting.

“Expanding our change management offerings and partnering with LaMarsh Global will ensure there is dedicated focus on the people side of any implementation.”

Madison Ave Consulting’s technical and change management expertise are now complemented by the consultants from LaMarsh Global and a scalable methodology for projects of any size.

“Managed Change fits naturally within the data-driven approach to Salesforce implementation that is offered by the Madison Ave team,” said Fain.

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About LaMarsh Global

LaMarsh Global bridges change management theory with the challenges that businesses face today through tailored solutions and training for leaders, practitioners and organizations.

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About Madison Ave Consulting

Madison Ave Consulting is a digital consulting agency specializing in the adoption, implementation, and deployment of Salesforce business technologies.

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