



FOR IMMEDIATE RELEASE

## **Fulcrum Partners Sponsors Brand Catalyst Partners Summit**

PONTE VEDRA BEACH, FL -- (January 23, 2018) Fulcrum Partners LLC, one of the largest and leading providers of executive benefits consulting services, is a sponsor of the upcoming Brand Catalyst Partners Summit. The Summit is an invitation-only event that will be held on January 25, 2018 in Orlando, Florida.

Presentations during the Summit will showcase the leadership of a Brand Catalyst and will initiate the launch of the BCP Catalyst Club. With nearly two hundred Chief Executive Officers scheduled to attend, the luncheon and dinner events have been designed to inspire teams and leaders as they refocus and align with their brand's true value and the opportunity to live their highest compelling truth.

Speaking at the event will be Kennan Burch, founder of Brand Catalyst Partners and US Army Major General David L. Grange (retired).

Working hand-in-hand with the leadership teams of hundreds of top brands, Kennan has inspired these organizations to define (or re-define) and align their brand promise, creating organizational conviction and meaningful and targeted passion.

Major General David Grange served with the 101<sup>st</sup> Airborne Division during the Vietnam War and was deputy commander during the Gulf War. As special guest speaker he will share leadership principles he has used effectively both in military Special Forces Operations and as CEO of Pharm-Olam International, a provider of clinical support to pharma and bio-tech companies.

Fulcrum Partners cofounder and Managing Director, G. Scott Cahill said, "Working with Brand Catalyst Partners was an effective experience for Fulcrum Partners. Kennan led us through his process at a pivotal time in our company's development, helping us crystallize and unite our vision and direction.

"Organizations that lack cohesion and clarity of vision at the top can't expect to see it demonstrated effectively at other levels throughout the company. Kennan leads teams to come face to face with questions of what their brand really stands for and how every member of the organization can own it and live it."

“The most powerful thing a company can do,” Kennan observed, “is to attain inspirational alignment and organizational conviction to deliver on their ‘highest compelling truth.’ That’s what Brand Catalyst Partners is all about... inspiring CEOs to live out their highest compelling truth. The members of the BCP Catalyst Club are leaders who have decided to join together to mutually encourage each other on the journey to pursue this idea. Fulcrum Partners is one of these companies.”

**About Fulcrum Partners LLC:**

Fulcrum Partners LLC ([www.fulcrumpartnersllc.com](http://www.fulcrumpartnersllc.com)) is a wholly independent, member-owned firm dedicated to helping organizations enhance their Total Rewards Strategy. Founded in 2007, today the company has offices in Atlanta, Georgia; Chicago, Illinois; Charleston, South Carolina; Columbus, Ohio; Delray Beach, Orlando and Ponte Vedra Beach, Florida; Honolulu, Hawaii; Houston, Texas; Los Angeles and Newport Beach, California; Portland, Oregon; and Washington D.C. Fulcrum Partners, is an independent member of BDO Alliance USA. Learn more about the Fulcrum Partners executive benefits advisory team at

<https://www.fulcrumpartnersllc.com/fulcrum-partners-team/>.

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Major General David Grange

