

# The Keystone Group Names Carrie Shea as New Director to Expand Growth Strategy Practice

*New Director and Industry Thought Leader to Focus on Helping Clients Accelerate Value Creation*

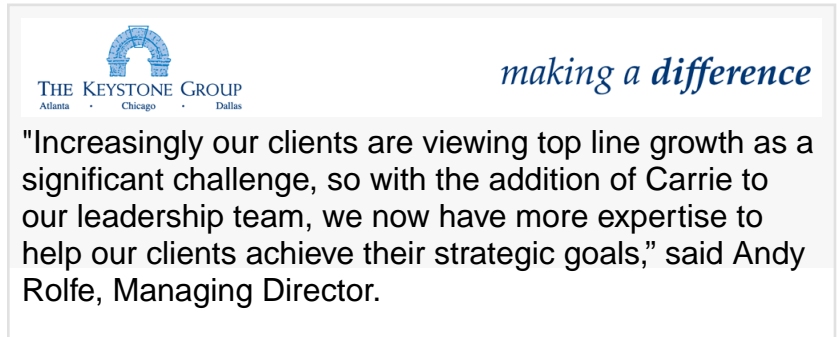
CHICAGO, IL, USA, September 8, 2014

/EINPresswire.com/ -- [The Keystone Group](#),

a Chicago-based boutique consultancy with a focus on creating strategic value for mid-market clients,

today named Carrie Shea as their

newest Director. The Keystone Group has a strong reputation in the areas of turnaround, merger and acquisition integration, and operational improvement, and now with the additional of Shea, will have more expertise to help clients build their top line growth strategies.



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With 25 years of experience, Shea excels in providing strategy and organizational advisory services to consumer products, retail, manufacturing and distribution clients. Shea works with executive teams and Boards to produce pragmatic, results-oriented strategies that are visionary and highly actionable. Shea is well known for delivering demand-based growth strategies, globalization strategies, go-to-market strategies, and brand repositioning strategies. As a highly regarded thought leader, she has a proven track record of producing forward-thinking strategies and achieving bottom-line results for her Fortune 500 and mid-market clients.

"It was a great honor to be asked to join The Keystone Group's leadership team," said Carrie Shea. "I respect Keystone's strong focus on delivering measurable value and I am looking forward to helping Keystone's clients plan and execute pragmatic growth strategies."

Shea's excellent track record of helping clients achieve positive growth has been highlighted with several awards, including an honor recently bestowed by Diversity MBA in their "Top 100 Under 50" program, a nationally recognized program that advocates for minority professionals and businesses. Carrie will be honored at the group's 8th Annual Diversity MBA Leadership Conference, September 17-18, at the DoubleTree by Hilton Hotel Chicago. Honorees are recognized for their outstanding leadership in both their companies and within their communities. The highly competitive awards program includes leaders from some of the most prominent companies, spanning multiple industries.

Shea has also received recognition as a recipient of Consulting Magazine's 2013 Top 25 Consultants achievement award. The program chose 25 outstanding candidates from a field of over 400 nominees, recognizing consultants from some of the largest firms, as well as smaller boutique

consultancies. Award winners showed a strong focus on helping clients achieve growth and expansion, as well as moving into new markets and disciplines.

Throughout her career, Shea has built an expertise working with C-level executives and Boards to create demand based growth strategies that accelerate value creation. Previously, Shea served as Co-Founder and CEO of Griffin Strategic Advisors, a growth strategy consulting firm that was named in 2011 as one of the “Up and Coming Jewels” by Consulting Magazine. Shea sold that business to Acosta Sales and Marketing in 2012 where she then served as President of Acosta’s Consulting Division, AMG Strategic Advisors. Over her career, Shea also served as a Principal at The Cambridge Group, Global Strategy and Organization Practice Leader at Archstone Consulting, and was a Partner for five years in the Strategy and Consumer Products practices at A.T. Kearney. Shea is widely published, with numerous articles on growth strategy appearing in publications such as Retail News, CMO.com, Harvard Business Review Blog Network, Retail Weekly, WWD, and other leading business publications.

#### About The Keystone Group

The Keystone Group has a strong focus on accelerating value creation for its clients by working closely with clients as they transition through critical trigger points, including M&A, turnaround, other value creation events. Targeting middle market companies, Keystone's goal is to deliver a 5x to 10x annual return on consulting spend, by driving successful outcomes for clients. Keystone boasts clients across many different industries, and particularly prizes its client relationships, many spanning over more than a decade. For more information on Keystone, please visit <http://www.thekeystonegroup.com/>.

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