

BROOKS INTERNATIONAL UNVEILS REDESIGNED WEBSITE

Brooksint.com Features Modern Design, Easier Navigation & Enhanced Content

WEST PALM BEACH, FLORIDA, UNITED STATES, May 23, 2016 /EINPresswire.com/ -- Global management consulting firm Brooks International today announced the launch of its redesigned website, <http://brooksint.com>. Key features include a cleaner, simpler and more attractive design, a more engaging user experience with enhanced navigation, a new mobile optimized site for tablets/smart phones, as well as attractive, abstract imaging. As part of the refreshed website, the new Brooks blog, [Execution Excellence](#), will introduce value-added content developed by subject matter experts and thought leaders within Brooks International aimed at corporate executives.



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Since 1960

Brooks International

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Lui Damasceno, Chief Executive Officer of Brooks International

“We've always been known as the 'best-kept secret' in the industry,” said Lui Damasceno, Chief Executive Officer of Brooks International. “The refreshed website will help us spread our message of delivering execution excellence and [value creation](#). Since 1960, the Brooks International approach has always been custom-tailored to our clients' specific aspirations and barriers to realizing them. Over many decades, we have developed a deep toolkit for assessing and quantifying the value of improvement opportunities for our clients and for designing and implementing the changes

necessary to capitalize on them,” said Mr. Damasceno.

“We focus on linking the business financial model with the operating model — by the design and execution of the future state organization and operating model elements and the accelerated realization of projected business results. Our highly structured tactical planning process translates our clients' strategic imperatives into actionable plans,” he added.

“We're excited to launch our refreshed and enhanced site. Our mission was to create a customer-centric site with a more modern look, while still communicating our services and reaching our market with well researched content and client case studies. We also wanted to be more visually aligned with our global brand,” said Brooks International Communications and Marketing Specialist Caryn Stumpf.

“The redesign, which includes a new blog, provides clients and prospects with pertinent insights on

improving their business operations and achieving bottom-line results,” she added.

The newly redesigned website launched internationally today. The site can be translated into dozens of languages, appealing to site visitors worldwide from a variety of industries and sectors. For more information, visit <http://brooksint.com> or call 561.214.8800.

ABOUT BROOKS INTERNATIONAL:

Brooks International is headquartered in West Palm Beach, Fla., with locations in the United States, Canada, Europe and Asia. Brooks International partners with industry leading Fortune 500 clients to design and accelerate the execution of their strategic imperatives, instilling a culture of continuous performance improvement. The benefits of a Brooks International engagement include reduced costs, increased revenue and margins, greater predictability and significantly improved financial returns. For more information, visit <http://brooksint.com>, call 561.214.8800 or connect with Brooks International on Facebook or LinkedIn.

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