



Nettie Nitzberg launches West5 Consulting, a rebranding of Wow! transformations

Founder has worked for two decades helping companies around the world on employment/HR issues; opens new location in Boston.

BOSTON, MA, UNITED STATES, June 7, 2016 /EINPresswire.com/ -- [Nettie Nitzberg](#) of South Boston, MA, a recognized expert in helping global companies maximize their people investments, today announced the launch of [West5 Consulting \(www.west5consulting.com\)](#), a rebrand of the firm she has led for more than two decades, formerly known as WOW! transformations.

The name, brand and look of the company is new, but its reputation and accomplishments span more than 20 years and an impressive client roster.

West5 Consulting (and WOW! transformations before it) focuses on solving people problems that impact business success. The firm helps clients optimize their processes for selecting, integrating, and developing their most important resource – people. They do that by creating work environments that attract, grow and retain top talent. West5 Consulting builds custom solutions using their four-phased instructional design process, to solve people and organizational development problems, while producing business results.

Nitzberg, the firm's founder and principal, is a graduate of George Washington University with a master's degree in education and human resource development. Her experience includes change management and consulting roles with Accenture, management roles in education and development for SkyTel Corporation, and long-term consulting engagements with Forum Corporation, Root Learning, and Emerson Human Capital Consulting. Her clients include PTC, PerkinElmer, and Biogen. A master instructional designer and expert in talent management and curriculum development, Nitzberg's business supports client talent selection, integration and development initiatives in a wide range of industries including pharmaceuticals, biomedical/biotechnology, higher education, finance, professional services, technology, and non-profit organizations.

"We are incredibly excited to announce the relaunch of our firm with our new name and our new location," said Nitzberg. "West5 Consulting better expresses our intent to help direct our clients – which are mostly larger organizations with a global reach – toward business success. Boston is a wonderful fit for us as well, given our experience with organizations in the biomedical, biotechnology, and higher education fields."

Her firm was originally founded under the name WOW! transformations, but this year underwent a re-branding program where she and her team conducted focus groups with clients, industry colleagues, and marketing professionals. Her decision to rebrand was also driven by her recent relocation of the business from Atlanta to Boston. "WOW! transformations took us a long way from where we started. However, as we sought to establish ourselves in the Boston market and focus more on a global stage, we wanted a name and brand that reflects this expanded commitment, new location, and which reflects the serious purpose and objectives and scope of our work."

Nitzberg is a member of The Boston Club and volunteers as Chair of the Membership Onboarding Committee; is a mentor with Babson College's Center for Women's Entrepreneurial Leadership incubator program, the WINLab, and is a coach for Babson's Coaching for Leadership and Teamwork Program. She founded the WOW! Women Network in 2015 to ignite relationships and build connections for professional women. She is a resident of South Boston, MA.

About West5 Consulting

West5 Consulting is a people and organization development company that is dedicated to solving people problems that impact business success. Principal Nettie Nitzberg and her team help clients optimize their processes for selecting, integrating and developing their most important resource – people. They do so by creating work environments that attract, grow and retain top talent. West5 Consulting understands that the process starts, rather than ends, with a new hire. Their services include leadership development, mentoring, team building, accountability, performance management, and more. Clients include Babson, JPMorgan Chase, TESARO, McGraw Hill Education, and Solvay, among others. Industries of interest include pharmaceutical, biomedical/biotechnology, higher education, finance, professional services, technology and non-profit organizations. For additional information, please visit www.west5consulting.com or call 678-438-4803.

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