

Unlocking Brilliance: Assistant Solutions Rebrands as IlluminaOps Solutions

New Name, Same Commitment to Empowering Business Growth Through Sustainable Systems and Operational Clarity

KANSAS CITY, KS, UNITED STATES, February 18, 2025 /EINPresswire.com/ -- Assistant Solutions, a trusted provider of expert tech and operational support for small businesses, is proud to announce its rebrand to IlluminaOps Solutions, effective immediately. This

strategic transition reflects the company's evolution from a virtual assistant model to a specialized firm [delivering clarity, sustainable transformation, and operational brilliance](#).



“Over the years, we’ve grown beyond the traditional assistant model to focus on empowering business owners to break free from bottlenecks and achieve scalable growth,” said Mandy, Founder and CEO of IlluminaOps Solutions. “Our new name and brand reflect our mission to illuminate clarity, reveal hidden brilliance, and implement sustainable systems that lead to growth, ease, and operational freedom.”

“

IlluminaOps is more than a new name—it’s a reflection of our mission to illuminate clarity, reveal hidden brilliance, and create sustainable systems that give business owners true operational freedom.”

Mandy Maleta, CEO

Why the Change?

The transition to IlluminaOps Solutions underscores the company's commitment to:

Clarity: Helping business owners streamline operations

and remove obstacles to growth.

Sustainability: Designing systems that are efficient, adaptable, and built for long-term success.

Transformation: Delivering “Solutions You Never Saw Coming” to unlock hidden potential and operational excellence.

What's New?

The rebrand includes:

A refreshed visual identity inspired by the brilliance and symbolism of a peacock, representing understated brilliance that is revealed over time.

A revamped website at www.iluminaops.com.

[Enhanced service offerings](#), including the Illumination Intensive, a one-time strategy session for quick clarity, and a retainer model for ongoing tech and operations consulting.

What Stays the Same?

While the name and look have changed, the company's values—Integrity, Excellence, Adaptability, Client-Centric Approach, and Sustainability—remain steadfast. Clients can continue to expect the same personalized, forward-thinking solutions that have been a hallmark of the company since its inception.

About IlluminaOps Solutions

IlluminaOps Solutions specializes in tech and operational consulting for small business owners who are ready to scale. By removing bottlenecks, streamlining systems, and implementing sustainable technology solutions, IlluminaOps empowers clients to increase their impact and achieve operational freedom.

To learn more about IlluminaOps Solutions and how the team can help your business grow with ease, visit www.iluminaops.com or contact us at hello@illuminaops.com

Mandy Maleta

IlluminaOps Solutions

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