



**For Immediate Release**

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## **IMPACT Group Expands Business Development Team in Southeast Region**

**SAINT LOUIS – March 22, 2010** – IMPACT Group, a WBE-global career management firm that specializes in career and relocation transition support services, has announced the addition of a new Business Development Executive, Cheryl Ayers, effective February 2010.

Ayers' focus will be on outplacement business in the Southeast region, as she is based out of Alpharetta, Georgia. Her responsibilities will include managing new opportunities, business retention, client relations and new business development.

"I am thrilled to have the opportunity to join IMPACT Group and grow the market share in the Southeast region," Ayers says. "As an outplacement professional in both delivery and business development, I was drawn to IMPACT Group because of its forward thinking and commitment to providing state-of-the-art products and services. I believe this company has what it takes to be the leader in this industry and am glad to be a part of that growth."

Prior to joining IMPACT Group, Ayers was a Vice President of Consulting Services for The Mulling Corporation where she directed HR consulting services for companies within diverse industries, ranging from start-ups to Fortune 500. She has acquired and maintained contracts in excess of \$1 million using her skills in relationship building and business development. Before Mulling, Ayers was the General Manager of Talent Acquisitions for Delta Air Lines.

"We are very excited to have someone as talented as Cheryl on our team," says Lauren Herring, President and CEO of IMPACT Group. "Her business expertise and contacts offer a wealth of opportunity, and I know she will be key player in the continued growth and success of IMPACT Group."

### **About IMPACT Group**

As The Transition Expert, IMPACT Group has the expertise and experience to help your organization manage every phase of the employee lifecycle. For more information, please visit us online at: [www.impactgrouphr.com](http://www.impactgrouphr.com).

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