

**January 20, 2020** - Strategic Exit Advisors (SEA) is proud to announce the successful sale of its client, Vitiello Communications Group (VTLO) to Huntsworth – the UK-based international healthcare and communications group. SEA acted as the exclusive financial advisor to Vitiello Communications Group throughout the process, providing sell-side investment banking services.

Under new ownership, Vitiello will become part of The Creative Engagement Group (TCEG) bolstering its fast-growing employee engagement agency Forty1, which is led internationally by Richard Burton. The acquisition strengthens the group's ability to deliver a wide range of integrated employee engagement solutions to clients in North America and globally -- and capitalizes on TCEG's extensive range of creative capabilities in film, digital and experiential.

Russ Lidstone, Group CEO of The Creative Engagement Group said, "I'm delighted to welcome Vitiello to The Creative Engagement Group. Jill and the team are really talented, great people and their addition gives our Forty1 employee engagement division even greater ability to service our global clients. It also underpins our commitment to creating moments that inspire lasting change and helping our clients to build organisational capability."

Reflecting on the process, Jill Vitiello, Founder and Chief Executive Officer of Vitiello Communications Group said, "SEA's professionalism, expertise and guidance are extraordinary. The team's ability to read the market and expertly lead our process through a pandemic allowed us to achieve the best outcome. SEA identified a great partner in TCEG, enabling Vitiello to continue its growth and expand its service offerings to clients."

#### **About Vitiello Communications Group**

Established in 1990 by founder and CEO Jill Vitiello, headquartered in North Brunswick, NJ, Vitiello Communications Group provides specialist services to large pharmaceutical companies focused on enhancing the employee experience. The team at Vitiello works closely with internal communications, human resources, and business leaders to develop communication strategies and create change management and culture-related content to help drive long-term business performance. For more information, please visit <https://vtlo.com>

#### **About Strategic Exit Advisors**

Strategic Exit Advisors (SEA) is an investment bank for entrepreneurs. SEA helps owners achieve their ultimate exit by focusing their process on strategic buyers willing to pay higher, strategic multiples. Since 2007, SEA has advised owners of privately held businesses in the middle market to execute the successful sale of their businesses. For more information, please visit <https://se-adv.com>

