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News Release

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Ridings Joins Varnum Consulting as Relationship Manager

Grand Rapids, MI April 25, 2011 – Kristen L. Ridings joined Varnum Consulting as the Relationship Manager.

Ridings comes from InHealth Systems & Services where she served as a territory manager in business-to-business sales. She brings to Varnum Consulting more than 17 years experience in developing, growing and maintaining relationships with key clients and fostering strategic partnerships within the community.

"Kris' talent will add tremendous value to the services we offer our clients," said Jennifer Maxson, Varnum Consulting Practice Group Leader. "We have built our reputation and business on the ability to be a strategic partner with our clients, and pride ourselves in the leadership development programs we offer. Kris' personality and extensive experience is a great addition to our team of seasoned professionals."

While at InHealth Systems & Services, Ridings served as the group purchasing sales director and tripled the profit margins and increased annual sales from \$12,000 to \$500,000. She holds a Bachelor's degree in education and human development and a minor in social sciences from Michigan State University.

Varnum Consulting is a trusted source of advice for the regional business community with the mission to enhance the credibility of its leaders. Varnum Consulting helps clients communicate with impact, crafting key messages to influence others and lead change.

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