

FOR IMMEDIATE RELEASE

## **525 Principle, LLC Merges with Endeavor Management**

**November 30, 2017:** Representatives from Endeavor Management and 525 Principle LLC announced today that they are merging in order to better serve the Central Texas market.

Endeavor Management is an international consulting firm known for helping clients accelerate growth, improve business performance, and manage change. 525 Principle, LLC is a woman owned consulting firm with a reputation for helping Central Texas businesses drive growth, open new markets, and successfully execute transformational change. The merger came about after leadership at both firms recognized an alignment in values, authority, and capabilities between both companies. As a result of the merger, the firms are able to provide increased value and offerings to clients in the Central Texas corridor.

According to Bill Nash, President and CEO of Endeavor Management, "The merger allows us to bring an even greater depth of talent and capabilities to existing and new clients in San Antonio, Austin, and along the 1-35 corridor." The Houston based firm has long held a presence in San Antonio and the merger with 525 Principle further strengthens their involvement and relationships with organizations in Central Texas. Shennandoah Goodson, President of 525 Principle adds, "The merger allows us to scale quickly and better design and execute solutions for our clients that will truly help them accelerate growth and meet strategic objectives." Goodson will serve as Director for Endeavor Management and will be responsible for business development and client services in the Central Texas market, including San Antonio, Austin, New Braunfels, San Marcos, and the surrounding area.

For more information contact Bill Nash or Shennandoah Goodson at [info@endeavormgmt.com](mailto:info@endeavormgmt.com) or at 713-877-8130.

### **ABOUT ENDEAVOR**

Endeavor Management, is an international management consulting firm that collaboratively works with their clients to achieve greater value from their transformational business initiatives. Endeavor serves as a catalyst by providing pragmatic methodologies and industry expertise in transformational strategies, operational excellence, organizational effectiveness, and transformational leadership.

Our clients include those responsible for:

- Business strategy
- Marketing and brand strategy
- Operations
- Technology deployment
- Strategic human capital
- Corporate finance

The firm's 40 year heritage has produced a substantial portfolio of proven methodologies, deep operational insight and broad industry experience. This experience enables our team to quickly understand the dynamics of client companies and markets. Endeavor's clients span the globe and are typically leaders in their industry. More information is available at our web site: [www.endeavormgmt.com](http://www.endeavormgmt.com)

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