

# **bluesalve partners**

## **PRESS RELEASE**

### **Industry Veterans Merge Talents Across Renown Firms to Form Consulting Powerhouse**

***CE/IoT Partners and Blue Salve join forces to provide extensive, comprehensive consulting services to accelerate companies seeking success in the consumer marketplace.***

Ashburn, VA – April 3, 2019 – CE/IoT Partners and Blue Salve are merging talents across both businesses into one powerhouse consulting firm, bluesalve partners LLC. Headed up by Avi Rosenthal of CE/IoT Partners and Robert Heiblim of Blue Salve, the merger sets the stage for the combined global company to be a go-to resource for stakeholders seeking industry-proven consulting services within technology, IoT, and consumer goods sectors.

Together, bluesalve partners have decades of C-suite level executive experience spanning multiple disciplines including product development, manufacturing, sales, marketing, channel development, software and hardware engineering, change management, operation, system integration, wireless technologies, standards development and corporate finance and valuation.

With the full roster of the CE/IoT Partners team onboard (Avi Rosenthal, Duane Paulson, David Kaplan, and Dan Quigley) as well as the full original Blue Salve team (Robert Heiblim and Lew Brown) bluesalve partners LLC today announces that four additional industry veterans – Meghan Boots, Helen Heneveld, Fred Yando, and Charles Durant – have joined the firm as associates. All members of the firm bring unique experiences and key credentials to the group with specialized expertise in strategic planning, marketing, training operations, regulatory compliance, intellectual property, mergers and acquisitions, and financial operations.

“The combination of all of this talent in one place is unprecedented in our industry,” said Avi Rosenthal, founder of IoT Consulting (2016) and now, Managing Partner for bluesalve partners. “While each of us are proud of what we have accomplished individually, now that we have all of this industry talent under one roof, we’re excited to see what will be accomplished together.”

"Blue Salve has always focused on delivering results for our clients," stated Robert Heiblim, Principal at Blue Salve. "bluesalve partners will provide clients with an even wider breadth of advice and consulting services. Together, our expanded network provides some of the best ideas and abilities in the business."

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All members of bluesalve partners, LLC, have served on industry boards, received industry awards, served as presenters and panelists at major industry events, managed messaging to trade and general interest press, and established key relationships across all facets of the security and smart home industries. Members have also held key roles at start-ups and multinational organizations including Amazon, ADT, Nortek, GE Security/Interlogix, AMD, and Motorola.

To learn more about bluesalve partners, LLC, please visit [www.bluesalve.com](http://www.bluesalve.com).

## **About bluesalve partners**

*bluesalve partners, LLC is a consumer product consulting firm comprised of marketers, engineers, product managers, business strategists and legal/financial advisors – all of whom have spent decades in the consumer products and consumer technology sectors. With strong relationships across multiple channels and verticals, the partners provide services such as early-stage brainstorming to complete product development and mergers & acquisitions. Serving companies globally, with team members in Virginia, California, New Jersey, Texas, Washington, Minnesota, and Michigan, bluesalve partners was created by the merger of CE/IoT Partners and Blue Salve. The members are industry veterans with decades of experience, they have held key positions with start-ups and multinationals alike, including ADT, Amazon, AMD, GE Security/Interlogix, Motorola, and Nortek/2GIG.*

## **Press Contract**

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