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New Strategy and Market Research Associate added to the Adayana team

Former Deloitte Consultant, Bill Claybrook, joined Adayana's Industry Strategy and Research team

INDIANAPOLIS, IND—Adayana's Industry Strategy and Research team recently added Bill Claybrook as a Strategy and Market Research Associate at its Indianapolis office.

"We're very excited to have Bill join the Adayana team," said Steve Wilson, Director of Strategy and Research. "He has solid experience in management consulting, strategy development and market strategies. We believe this experience along with Bill's market knowledge will be a real asset to our team."

Claybrook's experience includes managing strategic marketing projects, developing innovative pricing concepts, managing channel conflicts, and evaluating business development opportunities. His experience includes business to business marketing in the life sciences, industrial products, technology, and non-profit industries. Previously, he worked for Deloitte Consulting, Roche Diagnostics, and Eli Lilly and Company.

"Adayana's employees are of top-caliber talent, and the clients that choose to do business with them are very impressive," Claybrook said. "I am thrilled to work with such corporations and my new colleagues."

Claybrook earned his MBA in Marketing from Indiana University in 2006, where he was recognized for academic excellence. He graduated magna cum laude from Taylor University with a Bachelor of Science degree in Computer Science and Math.

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ABOUT ADAYANA, Inc.

Adayana serves clients worldwide. With more than 300 employees in 12 U.S. locations and India, Adayana focuses on three broad, global vertical markets-- federal governments through VERTEX; agriculture, food, life sciences, services and non-profit sectors through ABG; and the automotive aftermarket through Adayana Automotive. Adayana's comprehensive human capital development

and organizational performance improvement services include technology-enabled and blended learning, enterprise effectiveness solutions, technology integration, channel messaging, and managed learning services.