

Ascendant Group, It's a Shovel enter strategic partnership

The Ascendant Group has entered a strategic partnership with It's a Shovel to expand Ascendant's service offering into sub-Saharan Africa. It's a Shovel founder Jessica Whitcutt Yellin will lead the new South African operations as part of the partnership.

It's a Shovel's model that helps CEOs build and leverage reputational capital through authentic organisational purpose compliments Ascendant's award-winning CEO branding methodologies.

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