

ScottMadden Launches Redesigned Website: New Look and Functionality for Users

ATLANTA, GA – (April 13, 2016) – ScottMadden, Inc., has released a redesigned website with improved design and functionality. The makeover provides site visitors with an enhanced user experience, using best-in-class navigation and device-responsive design.

The redesign goes well beyond the “fresh look.” The website has an improved intuitive navigation and functionality, based on a thorough discovery process and user testing, to guide users through the content-rich site that includes a robust insights library covering issues ranging from energy deregulation to sustainability consulting to shared services optimization.

The website will continue to communicate our depth and breadth of industry expertise and provide a high-quality user experience. We take pride in consistently delivering an exceptional consulting experience and look forward to using the redesigned website as a tool to achieve this goal for our general users.

“The site is designed to quickly funnel visitors to their areas of interest and allow them to easily search for and filter our content. We are excited about the new functionality and engaging with our visitors through the new site,” says Karen Hilton, partner and head of ScottMadden’s marketing group.

“Our new website is another example of how ScottMadden is investing in our ‘client support infrastructure’ to provide easy access to quality content, leading practices, and relevant points of view. It also demonstrates our commitment to our long-term growth,” adds Brad Kitchens, president and CEO at ScottMadden.

For information about ScottMadden, please [click here](#).

About ScottMadden, Inc.

ScottMadden is the management consulting firm that does what it takes to get it done right. Our practice areas include Energy, Clean Tech & Sustainability, Corporate & Shared Services, and Grid Transformation. We deliver a broad array of consulting services ranging from strategic planning through implementation across many industries, business units, and functions. To learn more, visit www.scottmadden.com | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

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