

# PRESS RELEASE



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**June 13, 2025**

## FOR IMMEDIATE RELEASE

### **Synergy Consulting Group Announces Hiring of Bay Bryan, Launch of ServiceNow Division**

Synergy Consulting Group has officially launched a new ServiceNow Division, expanding its service offerings to include full solution delivery and partnership with ServiceNow consultants. This strategic move is in response to the growing demand for experienced ServiceNow solutions and professionals as enterprises continue to invest in digital transformation initiatives and expand their use of AI. The new division will focus on delivering certified talent and value across the ServiceNow platform, including IT Service Management (ITSM), Strategic Portfolio Management (SPM), Customer Service Management (CSM), and AI Agent development.

Synergy has appointed Bay Bryan as Vice President to lead the ServiceNow Division. Bay brings over 20 years experience in IT consulting with a focus on leading teams and delivering solutions on the ServiceNow platform for enterprise clients. In his new role, he will oversee the technical direction of the division, ensure successful client engagements, and help shape the growth of Synergy's ServiceNow capabilities. "The ServiceNow platform provides the perfect vehicle for Synergy's continued dynamic growth and I'm excited to be part of this great team," Bay shares. "Our clients look to us to provide solutions and talent that add value to their organization." With this addition, Synergy Consulting Group continues to expand its presence in specialized IT staffing, reinforcing its commitment to providing high-impact talent solutions across today's most in-demand platforms.

Since 2006, Synergy Consulting Group, Inc. has been a full-service IT recruiting and consulting firm for local and national businesses. Their area of expertise focuses on IT recruiting/professional placement and business development to properly and efficiently match companies with talented consultants with skill sets to meet the project and/or position's needs. Their professionals are experts in precise areas of IT, including application development, quality assurance, systems analysis, network administration, and project management. They personally assess candidates through their Synergy Select™ evaluation process to ensure that each candidate meets both their expectations and the expectations of their clients.

The firm is locally owned by Craig Mueller, president and founder. For more information, call (330) 899-9301, email [craigm@synergycgi.com](mailto:craigm@synergycgi.com) or visit [synergycgi.com](http://synergycgi.com).