

FOR IMMEDIATE RELEASE

Synergy Consulting Group Introduces SynerGene™, a New Face for IT Staffing

New brand character puts a sense of humor on the everyday challenge of finding qualified technology talent

Cleveland, Ohio – September 23, 2026 – Synergy Consulting Group, a relationship-driven IT staffing and consulting firm headquartered in Cleveland, today introduced SynerGene™, a new brand character built around a problem every IT hiring manager knows well: finding and keeping qualified technology talent in a tight market. The character debuts across Synergy's marketing this week under a tagline that doubles as a mission statement: "Talent. Solved."

From Recruiter to Recruiting Superhero

SynerGene's origin story follows Gene Synerowski, a mild-mannered IT recruiter who spent his days screening résumés, calming panicked hiring managers, and explaining – patiently, for what felt like the hundredth time – that "entry-level architect" is not a real job. Coworkers described him as polite, quiet, and "way too calm during staffing emergencies." That changed on a rainy Thursday in April, when a visit to a client site in downtown Cleveland sent Gene looking for a quiet spot to take a recruiting call – and led him straight into a server closet in the middle of a lightning strike, a power surge, and one badly overloaded network controller. He emerged with a new identity: SynerGene, sworn to fight staffing chaos, impossible requests, burnout, and recruiting roadblocks wherever they turn up.

The character is a playful reframe of the work Synergy's recruiters already do every day - cutting through the noise, ghosted candidates, and stalled searches to get the right technology professional in front of the right hiring manager, fast. "Recruiter. Problem solver. Hero," as SynerGene's own tagline puts it.

"IT hiring managers deal with real challenges every day – talent shortages, candidates who disappear mid-process, roles that sit open for months," said Mason Batty, Marketing and Sales Strategist at Synergy Consulting Group. "We work in an industry that isn't always very flashy, and SynerGene helped give it a little more personality. He's our way of putting a face on the work we already do: cutting through that chaos to find the right person, fast. Talent. Solved."

About Synergy Consulting Group

Founded in 2006, Synergy Consulting Group is a relationship-driven, full-service IT recruiting and consulting firm based in Cleveland, Ohio, serving local and national businesses through contract, contract-to-hire, and direct-hire placements. Synergy's recruiters specialize in matching skilled technology consultants — across software and application development, cloud engineering and DevOps, cybersecurity, data analytics, and IT project management — with the companies that need them, personally evaluating every candidate through the firm's proprietary Synergy Select™ process to ensure the right fit for both client and consultant. With an emphasis on quality, responsiveness, and long-term partnership, Synergy helps organizations solve their most critical technology staffing challenges.

The firm is locally owned by Craig Mueller, president and founder. For more information, call (330) 899-9301, email team@synergycgi.com or visit synergycgi.com.

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