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(X) Blends Business and Communications Consulting Services to Speed Clients' Post-Pandemic Recoveries

(W)right On Communications and Exceleatate join forces to bring business leaders a turnkey team of cross-functional experts to plan and implement their 2020 and 2021 priorities

SAN DIEGO; June 2, 2020 -- San Diego-based [\(W\)right On Communications](#), Inc. and [Exceleatate](#), LLC have created a joint venture, (X), to help organizations navigate the new normal emerging from the worldwide pandemic faster and more successfully. Created by one of California's premier communication agencies in partnership with one of the West Coast's best management consulting firms, (X) provides seamless integration of business strategy implementation with supporting complex communications.

"Business and communication strategies are two sides of the same coin. When one is overlooked or shortchanged, the other can't succeed," says Grant Wright, CEO of (W)right On Communications. "Many CEOs are making abrupt pivots, evaluating new business strategies and struggling to keep stakeholders and customers engaged and informed. (X) provides a streamlined resource to achieve faster planning and successful implementation for better outcomes."

"With (X), we are filling a market need for speed that is informed by data-driven insights, which has always been a key part of Exceleatate's mission and client value," says Jana De Anda, President of Exceleatate. "Together with (W)right On, we can help organizations rethink their business models, operational plans and communication strategies to protect and grow their business or market share."



Wright and De Anda will co-lead (X) supported by their respective teams, combined resources and offices in San Diego, Los Angeles, Portland and Vancouver, B.C.

The two firms both have client partners coast to coast and share deep expertise working with retail, conservation, financial services, energy and water utilities, cleantech innovators, tourism and hospitality leaders, higher education institutions, not-for-profits, land developers, healthcare centers, manufacturers, regional and city governments and numerous other industries.

About (X)

Combining the considerable capabilities and reputations of (W)right On Communications and Excelerate, (X) is a joint venture service offering that better connects strategic planning and operational implementation with integrated strategic communications for faster and more impactful results. From offices in San Diego, Los Angeles, Portland and Vancouver, BC, and with client partners coast to coast, (X) streamlines multiple agency engagements thereby reducing costs and decreasing redundancy while strengthening outcomes at a faster rate that is essential for organizations to successfully navigate unprecedented change and new opportunities.

For more, see www.PivotWithX.com

About (W)right On Communications

Founded in 1998 with client partners coast to coast, (W)right On Communications is an award-winning integrated strategic communications firm with offices in San Diego, Los Angeles and Vancouver, B.C. With a mission to elevate the agency experience for its client partners, employees and the industry plus a focus on creative and measurable results, (W)right On Communications serves organizations in complex and unpredictable business environments working with business innovators, hospitality and tourism leaders and the not-for-profit and public sector.

For more, see www.wrightoncomm.com.

About Excelerate

Excelerate is a strategy implementation firm that delivers high value consulting across a variety of practice areas (customer & employee experience optimization, process improvement, digital transformation and operational design). With a maniacal focus on the belief that there is no ROI until a project is live, it uses a facilitative consulting style that engages stakeholders in the process to ensure high levels of buy-in and adoption. Excelerate's motto is to help companies "go faster" by being the force multiplier to deliver solutions for how to achieve business goals and execution of those initiatives. With a west coast focus and San Diego HQ, Excelerate is a trusted advisor to many brands across retail, manufacturing, conservation, financial services and healthcare.

For more, see www.Exceleratellc.com.