



## ILLUMINATE ANNOUNCES STRATEGIC ALLIANCE WITH CMR INSTITUTE

*Alliance of training program leaders will provide host of options for clients of both firms*

Boston, MA [March 10, 2017] —Illuminate, the Boston-based developer of innovative custom clinical sales training programs for the life science industry ([www.illuminate.net](http://www.illuminate.net)), and CMR Institute, the leading provider of unbiased and relevant sales and leadership training for life science professionals ([www.CMRinstitute.org](http://www.CMRinstitute.org)), have announced a strategic alliance.

The arrangement allows clients of either firm to access training solutions that are offered by both, vastly expanding choices in terms of content, budget, timeliness, and efficiency.

“Pairing Illuminate’s custom training programs with CMR’s deep library of off-the-shelf training resources will provide clients of both firms with a tremendous array of training options,” says Shaun McMahon, President and Founder of Illuminate. “This also allows us to expand our services into fresh spaces including market access, managed care, leadership, and communication skills.” In turn, CMR can now offer its clients access to Illuminate’s customized programs and workshops.

“CMR is excited to expand the learning solutions we offer to clients to also include custom developed training through our alliance with Illuminate,” says Michelle O’Connor, President and CEO of CMR Institute. “Our results-driven training consistently improves the performance and effectiveness of our clients’ sales teams, and this alliance will complement CMR’s broad library of resources, enabling full service solutions to our clients.”

“Illuminate’s first priority is always customer satisfaction,” adds McMahon. “This dynamic partnership expands our ability to direct clients to their ideal training solution, whether that’s an original, customized program from Illuminate, or a time-tested approach offered by CMR Institute.” Sharon Lustig, Vice President of Client Solutions for CMR Institute adds, “Focusing on the ultimate goals of each client and the learners, we’ll determine together the best solution: custom, off-the-shelf, or some combination of both. CMR and Illuminate are committed to measurable results, supportive learning environments, and learning reinforcement.”

For press inquiries, please contact Chris Kelly, Fifth House PR, at 617/532-0574 or Janis Lovell at [jlovell@CMRinstitute.org](mailto:jlovell@CMRinstitute.org).

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**About [illuminate](http://www.illuminate.net)** With offices in Boston and San Francisco, Illuminate is a client-focused, full-service training and development firm that specializes in delivering customizable sales training material for life science companies. Since 2004, we have worked to provide sales teams with custom learning solutions and complementary services designed to drive sales and deliver results.

**About [CMR Institute](http://www.CMRinstitute.org)** Through our extensive blended learning library CMR helps pharmaceutical, medical device, and diagnostic professionals maximize market access, connect effectively with decision makers, and demonstrate the value of their products and services. Founded by a team of visionary physicians and healthcare companies in 1966, CMR Institute educates 12,000 professionals annually in 35 countries and provides services to more than 75 of the leading life science companies worldwide.