

FOR IMMEDIATE RELEASE



Leading Talent Acquisition Firm Announces New Name and Rebrand

Now Furthering Diversity & Inclusion Initiatives as Vignetic

NEW JERSEY, USA – With 21 years of proven performance delivering staffing, consulting and managed services to both the private and public sectors, the Princeton, New Jersey-based firm, formerly operating as The Brunswick Group Associates, Inc. of New Brunswick, NJ is now Vignetic.

To mark the new name and rebrand, Vignetic launched www.vignetic.com in Spring 2021 that showcases services, highlights case studies of partnerships, and outlines commercial and government experience – both US and abroad including EMEA, LATAM and APAC.

The certified Minority Business Enterprise (MBE) offers right-fit talent and technology solutions that build long-term capability through a portfolio of professional services.



“Vignetic has grown from a regional IT staffing firm into a global professional consulting organization. Our work reaches across multiple continents and calls for a new company name,” said Vignetic President, Michael Rose. “We remain the same committed partner, guided by the same leadership, dedicated to the same mission – to invigorate growth and equity. The people, processes and projects you have come to know will continue achieving your goals as Vignetic.”

As a company who embodies the inclusion initiatives they help clients further, the name “Vignetic” represents their core values and culture. It expresses how their subject matter experts bridge talent acquisition, ERP technology and project management.

“Our new name brings new energy,” said Vignetic Vice President, Randy Jones. “Vignetic combines the energy of diverse people and ideas coming together in an upward trajectory, representing an extraordinary power to achieve. It solidifies the focus we have maintained for over 20 years as we continue to carry out our mission.”

In addition to its Princeton headquarters, Vignetic operates in Washington, D.C., Seattle, Uganda and India.

[Watch Vignetic Brand Announcement](#)

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