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Darien Recruiting and Personnel Analytics Firm Changes Name from Pi Group to Perpetual

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The Pi Group (Perpetual Insights, Pi Executive and Perpetual Ambition), a Darien-based recruitment and talent advisory firm, has announced that it's changing its name to reflect the ongoing personnel analytics services it offers.

Dariente announcement from [Perpetual](#)

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As Perpetual, the company continues to offer a full range of services, including recruitment, "talent analytics," the company said in a news release.

"We have evolved significantly since we first launched The Pi Group in 2013," said Steve Morrissey, founder and managing partner of Perpetual.

"Our new name, Perpetual, was chosen because it reflects the uninterrupted, never-ending insight we deliver throughout the talent lifecycle of a client," he said. "In one word, it captures our core and our mission."

As an overarching brand, Perpetual delivers services in three distinct areas:

—Talent Acquisition — talent mapping, executive search, and interim management: Perpetual's core service is to map the talent market and recruit business leaders and interim professionals.

—Talent Development — Perpetual provides customized development programs including executive coaching, high-performing team capability, strategy enablement and outplacement.

—Talent Analytics — Perpetual analyzes staff with the platform and various talent assessments to help clients gain deeper insight into individual and team performance and engagement.

Along with its new name, Perpetual is unveiling its newly designed corporate logo and website with a domain name change: <https://beperpetual.com>.

Perpetual works with Fortune 500 companies, startups, family-owned, and private, equity-backed businesses. "For more information, please visit our website and/or our company LinkedIn page," the announcement said.