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**Wisconsin-based Blue Door Consulting and wisnet.com unite, blending marketing and technical expertise for enhanced service offerings**

**OSHKOSH, Wis. (September 19, 2023)** — Following a two-year, collaborative process, marketing and digital consulting firm Blue Door Consulting announces the expansion of its team to include web development company wisnet.com.

After discovering similar values and shared beliefs related to employee experiences, owners Rick Kolstad, wisnet.com, and Heidi Strand and Brenda Haines, Blue Door Consulting, explored the opportunity to join forces. From there, they began a collaborative merger – a process by which the two teams co-created ways they will work together.

“From the very beginning, we knew this would not be your typical acquisition process,” Kolstad said. “We’ve worked closely with Blue Door Consulting to ensure our cultures align, that we enjoy each other’s company and that our teams are involved in charting the path forward.”

The teams are joined as one under the Blue Door Consulting name with all five members from wisnet.com transitioning to Blue Door Consulting. The resulting 53-person agency offers brand and design, content marketing, web and digital and design thinking. Current and new clients will benefit from the teams’ complementary skills.

Founded in 1996, the wisnet.com team brings nearly three decades of experience in web and application development. The company has specialized in design and development of scalable web platforms, application development, website design and development, website and email hosting and digital signage for retail, hospitality and more. This partnership opens new opportunities including work in application development, database design and managed AI.

“The technical needs of marketers are growing rapidly every day,” Co-founder/Consultant Heidi Strand said. “We are excited that expanding the team allows us to help our clients respond to this ever-changing environment.”

Meanwhile, Blue Door Consulting will bring new services in branding, paid and organic search, social media, public relations, market research and strategy to wisnet.com clients. Blue Door Consulting is committed to providing a smooth transition for all current wisnet.com clients.

“We’re better together,” Co-founder/Consultant Brenda Haines said. “It’s exciting to think about what we can do together to help all of our clients continue to grow.”

Blue Door Consulting operates as a hybrid company. Team members will work from the Fond du Lac office, Oshkosh office or remote locations across the nation.

### **About Blue Door Consulting**

Founded in 2002, Blue Door Consulting provides brand and design, content marketing, web and digital, design thinking, website and email hosting and digital signage services to more than 500 clients from 18 states. Clients range from start-ups to Fortune® 500 enterprises crossing sectors and industries. Team members of wisnet.com joined the Blue Door Consulting team in September 2023. For more information, visit [www.bluedoorconsulting.com](http://www.bluedoorconsulting.com).