



Cambridge Consultants unveils new brand identity to reflect its boundary-pushing approach to innovation

Cambridge, UK, March 31, 2022 - [Cambridge Consultants](#), a world-leading product development and technology consultancy, part of [Capgemini Invent](#), has today launched an exciting new brand platform for its clients, staff, and wider stakeholder communities, with a vibrant reimagining of its visual identity.

As part of the new platform, Cambridge Consultants has introduced a bold vision statement "*We believe in a future unconstrained by current thinking,*" along with a new company logo and visual identity. The new brand has been designed to reflect the company's innovative service offering and to align with the Capgemini Group's broader mission to leverage technology to "*get the future you want*" - a future that is inclusive and sustainable.

Since it was established over 60 years ago, Cambridge Consultants has been at the forefront of expanding boundaries of technological innovation to overcome the toughest, most urgent, and essential challenges of our age. Based in Cambridge (UK), with additional offices in the United States, Singapore, and Japan, Cambridge Consultants comprises more than 800 engineers, scientists, designers, and consultants. Together they develop breakthrough products, create and license intellectual property, and provide business consulting on technology-critical issues for clients worldwide.

In 2020, Cambridge Consultants' parent company, Altran, was acquired by Capgemini. Cambridge Consultants joined Capgemini Invent, the digital innovation, design and transformation brand of the Capgemini Group. As a result, Cambridge Consultants now has the backing of one of the world's leading business consultancy firms with 325,000 team members in more than 50 countries.

*"Today's brand launch signifies an important next step in Cambridge Consultants' future. We've spent the last six decades helping some of the world's biggest brands and most ambitious start-ups to realise their technology aspirations through innovation, and we intend to continue delivering on this promise within the Capgemini Group," says **Eric Wilkinson, CEO of Cambridge Consultants**. "Our new brand not only reflects our heritage and our proven expertise but also brings to life the exciting work we do. This year we have a real focus on recruitment to grow our business. I have no doubt that our new brand will help us to attract the very best talent to meet the increased demand for our services."*

Cyril Garcia, CEO of Capgemini Invent and Capgemini Group Executive Board Member said: *"Cambridge Consultants is a leading example of the culture of breakthrough innovation within Capgemini Invent. As Cambridge Consultants goes from strength-to-strength as part of the Capgemini family, this inspiring new visual identity signals their commitment to creativity and new thinking around business challenges. We will continue to expand our end-to-end Intelligent Industry offerings, and explore*

opportunities in growth areas such as BioTech, AI, and quantum technology. Cambridge Consultants will play a key part in shaping this thinking.”

Through the addition of its breakthrough physical, digital, and biological capabilities, Cambridge Consultants unlocks new levels of innovation. Recent examples of its world-first innovations include [inventing an airborne antenna system for Stratospheric Platforms Limited](#) (SPL) to deliver affordable superfast 5G connectivity from a fleet of zero-emission aircraft, and developing a ground-breaking sensing technology to power next-generation COVID-19 self-testing kits for digital diagnostic manufacturer, [Ellume](#).

For more information on Cambridge Consultants’ new brand platform, click [here](#).

About Cambridge Consultants

Cambridge Consultants develops breakthrough products, services and intellectual property, and provides business consultancy in technology-critical issues for clients worldwide. For more than 60 years, the company has been helping its clients turn business opportunities into commercial successes, whether they are launching first-to-market products, entering new markets or expanding existing markets through the introduction of new technologies. With a team of more than 800 team members, including engineers, scientists, mathematicians and designers, in offices in Cambridge (UK), Boston (USA), Tokyo (Japan) and Singapore, Cambridge Consultants offers solutions across a diverse range of industries including medical technology, industrial and consumer products, digital health, energy and wireless communications.

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About Capgemini Invent

As the digital innovation, design and transformation brand of the Capgemini Group, Capgemini Invent enables CxOs to envision and shape the future of their businesses. Located in nearly 40 studios and more than 60 offices around the world, it comprises a 10,000+ strong team of strategists, data scientists, product and experience designers, brand experts, and technologists who develop new digital services, products, experiences and business models for sustainable growth.

Capgemini Invent is an integral part of Capgemini, a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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