



Marketing Leadership On-Demand Technology Services

Company Profile

- \$300M
- 1000 Employees

Position

- Interim VP of Marketing

Situation

- New President brought in to continue rapid growth
- Company name change with rebranding and product line re-launch needed

Key Challenges/Issues

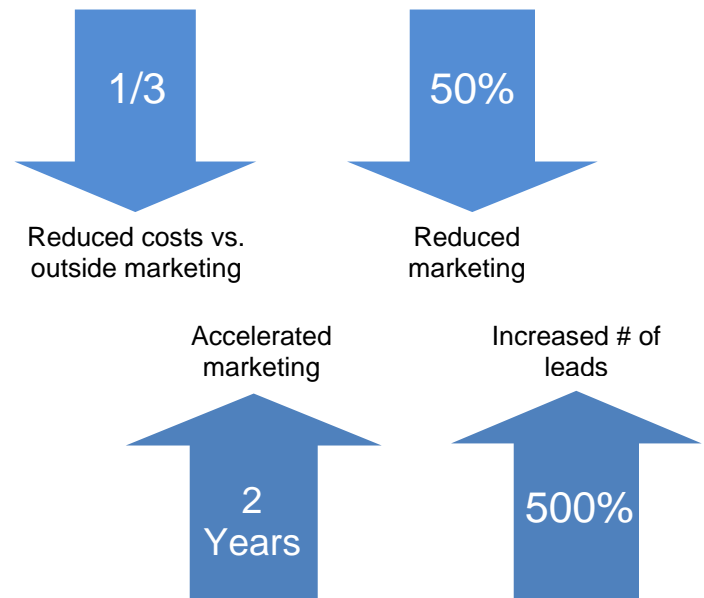
- Limited amount of time to accomplish new marketing programs and execution
- Need additional marketing expertise beyond current staff
- Needed someone capable of being customer facing

Implementation

- Rebranding and design of all marketing collateral
- Full marketing, lead generation & customer support assessment
- Marketing personnel job descriptions, long term candidate screening and training
- Analysis of new market segment and launch plan
- Complete product redesign
- Lead ranking & tracking system, customer education program and sales campaign methodology

Results

- Accelerated the quality of marketing programs by **at least two years**
- Rebranding & graphic identify for about **1/3 the cost** of an outside agency
- Converted marketing distribution program, **reducing costs by more than 50%**
- Managed lead referral program that **increased # of leads by 500 %** over prior year



Client Comments

Q. Why hire an interim marketing executive?

A. It was the best way to jump start our marketing activities – with the skills and experience to be productive immediately. It was low risk. We had a lot of flexibility because it was not an employee hire.