

MARKETLAUNCHER



ACCELERATE YOUR GROWTH STRATEGY

RECRUITING PACKET

Full-Time Associate and Part-Time Consulting
Opportunities at MarketLauncher, Inc.



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MARKETLAUNCHER INC.

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ABOUT MARKETLAUNCHER, INC.

MarketLauncher, Inc. is a boutique, business-development consulting firm specializing in lead generation and market research for professional service firms and technology solution providers. Founded in May of 2001, the firm's focus has stayed consistent in helping clients exploit growth opportunities.

The firm has grown rapidly in 6 years and has worked with over 40 client companies nationwide. Most of ML's clients target high-level executives within Fortune 1000 companies. ML is not a large call-center, telemarketing operation; rather our firm takes a consultative approach and works best with clients who benefit from a sophisticated approach to their target market. Therefore, consultants working on ML projects come from a variety of backgrounds averaging 15 years or more in consultative sales or influential marketing positions.

ML has worked on many programs designed to introduce new offerings to the market. We have two distinct competitive advantages which make ML a unique choice in that scenario:

1. Our team of highly experienced, former sales executives who have the capability to understand the requirement of an accurate needs assessment when identifying a prospect
2. Our process that ensures critical data is captured from all points of contact at each target company. Each data point is captured and then enhanced as the team makes its way through the various contacts within each organization. This data is then compiled, coded, analyzed and summarized in a way that allows the client to make key strategic decisions based on market realities.



"ML is a place where smart, talented professionals get a chance to use their skills to impact the growth strategy of a wide variety of companies."

Lara Triozzi
President & Founder

MarketLauncher has worked with a number of professional service and technology companies with a variety of objectives:

- Accelerating consistent lead flow
- Determining which verticals are most viable for the client's offering
- Evaluating market readiness for new offerings
- Measuring awareness, competitive threats and satisfaction with current offerings

Oftentimes an ML program will incorporate all of the above for a comprehensive market development process designed to increase lead flow while simultaneously capturing key market intelligence that can aid in strategic marketing and sales decisions.

Value Proposition

ML provides business development expertise that positions our clients to consistently penetrate their target markets – current, new and future - for the purpose of identifying new business or to answer key strategic questions about growth opportunities.

Working with a firm like ML ensures that the market is consistently mined for critical information needed to identify new business opportunities, while the client's sales and executive teams focus on closing deals and delivering their core service.

THE VIRTUAL ENVIRONMENT

MarketLauncher has created a unique environment for our firm. There is no physical location, all Associates work from their own home-based office.

Equipped with phone line, high speed internet and remote access to a shared server environment, team members are able to work effectively together on assigned accounts. Meetings are held via conference call, and email/telephone is used extensively to communicate and disseminate information. Through email and Instant Messenger, team members are able to share objectives, brainstorm ideas, ask for help or feedback (and engage in the occasional water cooler chit chat you'd find in any other office).

To promote a positive working environment, we recognize that we must create opportunities for Associates to get to know each other and to feel connected to the team. As such, we have developed various tools to promote interaction:

- Each team member receives an Orientation document during their first week which serves as a guide for working in our environment. The binder contains information helpful to getting started in the job as well as tools relevant to his/her position, the firm's policies and procedures, team contact information, etc.
- A quarterly newsletter keeps all team members apprised of the firm's overall performance and shares announcements, success stories and other information relevant to the firm.
- A "Best Practices" document is routed once per quarter for team members to add new ideas or enhance existing ones, and is then re-distributed back to the team.
- Monthly conference calls are held for each account team as an opportunity to report results, ask questions, fine-tune objectives and generally "check in" with other members of the team working on the same accounts.
- An "All Team" conference call is held once per month and is focused on specific topics relevant to the work of the firm.
- An "All Team" in-person meeting is held once per year at a centralized location. All employees of the firm are required to attend and contract consultants are invited as well.



"ML's virtual environment let's career-oriented professionals do meaningful work in a more flexible setting."

Tricia Washington
Executive VP/Partner

We consider our virtual "office" a competitive advantage. We are able to apply a high level of talent to our programs and we are consistently told by clients who have used other firms that the quality of our work far surpasses their experience with any of our competitors. As a result, our firm is able to maintain a focus on quality over quantity when it comes to delivering our account programs.

Many of our consultants are individuals who have left the corporate world and were looking for an opportunity to continue to use and hone their professional skills but wanted the flexibility of a part-time, consulting position. As a result, our clients benefit from high-level talent that is not cost-prohibitive because they are only paying for a portion of the individual's time resulting in a win/win/win for the team members, our firm and our clients.

EXAMPLES OF TYPICAL ML PROGRAMS

New Product Launch

In 2004, ML began working with a government, risk and compliance solutions provider on the launch of their offering designed to help publicly-held companies achieve compliance with the new Sarbanes Oxley regulation. The client wanted to maximize sales by quickly driving awareness and generating new business leads among a significant portion of the market who were going to be impacted by the new regulation and did not have an adequate solution already in place.

In addition to exploiting the window of opportunity by booking sales appointments, the client also looked to ML to provide an overview of the full market potential over time. This included gathering critical pieces of information gleaned from the market which could be used to guide the overall sales strategy. Some of those critical pieces of information included:

- Competitive landscape
- Decision-making structure within each organization
- Timing & budget issues
- Any dissatisfaction with current solution
- Response rates as they varied by geography, industry vertical and company size

Over a two-year period, ML secured appointments with 60% of the client's target market and generated quarterly reports which summarized key indicators from the market intelligence gathered from repeated contact with the target audience

Market Assessment and Development

ML works with a leading supplier of commodities management software, systems and services. The client provides integrated front-, middle-, and back-office solutions to traders, trading management, purchasing and IT offices at major oil companies, investment banks, shipping concerns, energy companies, utilities and other trading organizations around the world.

ML and the client engaged in a pilot program in 2004 targeting soft commodities. After the pilot program the campaign/strategy evolved to target major soft commodities and energy/oil/gas companies on an international basis.

In addition to ongoing lead-generation, ML worked with the client on a number of key events targeting energy/gas/oil markets around the world. This prior work demonstrates ML's ability to grasp high-level, technical concepts and communicate with target market decision makers regarding technology-based solutions in the utility/energy/oil/gas arena.



“Sometimes you reach a point in your career where you really want to be having a bigger impact – on the company you work for, on the clients you service and on your own professional development. ML offers that kind of opportunity.”

Priscilla Burdette
Project Manager

Market Assessment to Refine Go-to-Market Strategies

For the past three years, ML has been working with a management consulting firm that helps clients effectively address complex challenges that arise in litigation, disputes, investigations, regulatory compliance, procurement, financial distress, and other sources of significant conflict or change.

ML has conducted several business development campaigns for a number of the client’s practice areas. The objective of these campaigns is to assess each market and provide critical data to allow the client to devise or refine a go-to-market strategy. In addition, ML executes on those strategies by helping the firm’s practice leaders gain exposure to decision makers in various target market segments.

Results for each project include a full market assessment report which provides valuable market intelligence and secured introductory meetings for the firm partners when immediate and long-term business relationship opportunities are identified. The client’s Managing Director responsible for strategic development describes the relationship with ML as a “natural extension of our inside team”.



“I love knowing that I can stay focused on my career without having to miss my son’s soccer games.”

Kelli Walsh
Project Manager

Market Assessment for New Service Offering

In 2005, ML conducted an assessment to evaluate market readiness in Denver for an engineering firm’s proposed construction advisory services. ML targeted 91 decision makers at 57 commercial and residential land developers in the Denver area. Interviews were conducted with 35% of the market. Data was gathered and analyzed to provide a comprehensive market assessment. In addition, 8 prospects were identified based on expressed need and a willingness/desire to meet with a principal from the client company.

Data captured during the assessment included elements related to:

- Emerging trends in commercial and residential development in the market
- Areas where the market is under-served in consultant services
- Specific needs relative to due diligence
- Expressed need for construction advisory services
- Current consultant capabilities
- Consultant selection criteria
- Competitive landscape
- Awareness of our client’s firm
- Most prevalent advertising vehicles

Market Assessment/Comparison for Resource Allocation

ML provided secondary research to a Chicago-based civil engineering firm for the purpose of evaluating market potential relative to the pending acquisition of another firm which was based in Phoenix and had offices in two other ancillary markets. A comparative market assessment was needed to determine if it was worthwhile for our client to continue the firm’s investment in the ancillary markets or invest those funds in another market already being considered for future expansion.

Phase I secondary research was conducted to take advantage of existing data which are reasonable indicators of the demand for services. Data points compiled include:

- Population growth
- Housing starts

- Commercial construction dollars present in market
- Demographic growth

The data was captured in the ancillary markets and then in eight additional markets to be compared and contrasted to make a final strategic decision about resource allocation.

Increasing Share of Business in Existing Markets:

A civil engineering firm needed a program to kick-start the sales effort in regional satellite offices. ML conducted interviews with a target list of potential customers and compiled the data to provide the client with a road map for pursuit of business in the market. ML provided an intelligence report that included viable target prospects, details on the decision making process, competitors being used most frequently in the market and factors the decision maker typically considered when choosing preferred vendors. ML has gone on to conduct campaigns for additional satellite offices and in new markets as part of the firm's growth strategy. In each market, MarketLauncher is able to interview close to 50% of the decision makers and convert over 10% into immediate appointment opportunities.

Market Assessment & Lead Generation to Drive New Business for Practice Area

In 2006, ML was retained by a large, nationally recognized, architectural design firm. ML designed a market assessment program that would guide the firm's design-build practice toward acquiring more new business opportunities.

ML's program focused on developing a comprehensive list of contacts within two distinct categories: healthcare and large corporate campuses. Once a target list of organizations was developed, ML went about contacting key decision makers within those organizations and capturing data to build a view of the total market potential. In addition, ML identified prospects based on current need and interest in an initial meeting to discuss upcoming design-build plans.

Lead-Generation / Sales Acceleration

ML has implemented several programs designed specifically to increase lead flow – some examples:

- **A leader in database consolidation technology:** ML booked 24 sales appointments over a 6-month time frame with prospective buyers at the C- or Director level in IT among the Fortune 1000.
- **A leading provider of compliance and workflow solutions for the banking industry:** Over a nine-month period ML secured 40 appointments with high level decision makers at small to mid-size banks.
- **A venture funded software analytics and intelligence company:** ML booked 120 new business meetings with Marketing and Communication VP-level Fortune 1000 executives over a six month period.
- **An e-Learning and simulation-based training provider:** Targeting high-level decision makers at Fortune 1000 companies nationwide, ML works to pre-qualify targets based on specific selection criteria and convert a portion to immediate and future sales opportunities. ML has been able to help the client increase market share, increase their brand awareness and shorten the sales cycle. To date, ML has converted over 25% of the desired targets into sales opportunities.

OPPORTUNITIES CREATED

Many of our clients target the Fortune 1000 and we have developed an expertise at identifying prospective opportunities with high level executives at these top tier companies. As a result, we've created opportunities for our clients with these leading companies listed below as well as many others:

1-800 Flowers	General Nutrition, Inc.
3M Company	Georgia-Pacific Corporation
ABN Amro North America, Inc.	GreenPoint Financial Corp.
Accenture Inc.	Jaguar North America
Adolph Coors Company	Jim Beam Brands Worldwide, Inc.
Aetna Inc.	L'Oreal USA, Inc.
AHOLD USA	Lifetime Entertainment Services
American Airlines	M&M Mars, Inc.
American Express	Microsoft
American Red Cross	Mellon Financial Corporation
AOL - America Online	Metropolitan Life Insurance Company
AON Consulting Inc.	Nationwide
AT Kearney Inc	NCR Corporation
Audi/Volkswagen	New York Life Insurance Company
AutoNation	Office Depot, Inc.
Aventis	Quest Diagnostics Inc.
Avon Products, Inc.	Schering-Plough Corporation
Barclays Global Investors	Showtime Networks
Baxter International	State Farm Insurance Companies
Bayer Corporation	SunGard Data Systems Inc.
Bob Evans Farms, Inc.	SunTrust Banks, Inc.
Boehringer Ingelheim Pharmaceuticals, Inc.	Synovus Financial Corp.
Brinker International, Inc.	TECO Energy, Inc.
BellSouth Corporation	Tellabs
Bristol-Myers Squibb Company	The Chubb Corporation
Cap Gemini Ernst & Young	The Coca-Cola Company
CIGNA Corporation	The Gillette Company
DaimlerChrysler Corporation	The Goodyear Tire & Rubber Company
Dell Computer Corporation	The Robert Mondavi Corporation
Delphi Delco Electronics Corporation	Toyota Motor Sales, U.S.A., Inc.
Denny's Corporation	Tropicana Products, Inc.
E & J Gallo Winery	UBS Financial Services, Inc.
Eastman Chemical Company	Unilever Cosmetics International
ESPN, Inc.	Unisys Corporation
Ferro Corporation	Universal Studios Florida
Fortune Brands	Wachovia, Inc.
France Telecom North America	Walt Disney Company
General Electric	Western Digital Corporation
General Motors	Zurich-American Insurance Group

MARKETLAUNCHER TEAM POSITIONS

Each client of the firm is assigned a team made up of some combination of the positions listed below. Each team member serves in their designated position on multiple account teams.

ACCOUNT DIRECTOR

Serves as the main point of contact for the client. Meets with the client's management team regularly to report results and ensure each program is in alignment with the company's strategic plans. Conducts frequent client presentations and makes recommendations based on the outcome of each program.

Manages the team assigned to each account and is responsible for developing the program strategy and methodology to meet the client objectives. Assigns team members to each program and ensures each individual's skills match specific needs of the program.

The ideal candidate for this position:

Enjoys the intellectual challenge of finding the most effective and efficient methodology that will deliver the outcomes needed to achieve the client's objectives. This person doesn't mind learning by trial and error and has confidence in their own ability to analyze available data and use it to impact the next steps. Ideal candidates are comfortable dealing with multiple stakeholders and are able to motivate a team and manage client expectations.

Experience and skills:

- Management-level experience in a sales environment - particularly in an environment requiring a consultative sales style, targeting mid-to-high level executives. Top candidates will have demonstrated a successful track record at developing marketing and sales programs in the business-to-business arena. Minimum of 10 years experience.
- Data-analysis experience – experience assessing both quantitative and qualitative data. Able to convert data points into a compelling report that will guide a client's strategic growth planning.
- Excellent communication skills – written and verbal. Must manage both team and client relationships remotely so must project a strong presence both in writing and over the phone.
- Applicant should be organized and able to juggle multiple accounts, goals and objectives.
- Able to think out of the box, and creatively get the job done.
- Able to work independently and set priorities appropriately to achieve specific goals.
- Computer skills a must. Proficient in Word, Excel and Outlook. Prior experience with contact management software a plus.
- Applicant should have some exposure to a virtual, telecommuting environment and thrive in a goal-oriented environment.



“What attracted me to the firm was knowing it was a place with high expectations and high rewards.”

Tricia Washington
Firm Principal / Account Director

PROJECT MANAGER

Responsible for managing the workflow for consultant teams so contacts are effectively pushed through the process to final outcome. Manages the database to ensure accurate maintenance and updating. Conducts preliminary data analysis by compiling key data points to be integrated into client reports.

Also responsible for maintaining communication with the client's "field" staff – generally this will mean a team of sales executives from the client company who are benefiting directly from a MarketLauncher lead generation program. Maintains consistent contact to ensure calendars are synchronized, ensure sales executives have all the information needed for each sales call and solicits feedback on the outcome of each sales call to be used in client reports and to help improve MarketLauncher team performance.

The ideal candidate for this position:

Has a strong customer service orientation. Is passionate about playing a role in helping others achieve their goals. Prior experience working within and developing an understanding of sales concepts and the various stages of the consultative sales process.

Also, highly organized and very detail oriented. Enjoys finding the "faster or better" way to accomplish a task. This person must be the type to take pride in a job well done and recognize that their efforts directly impact the performance of the entire team.

Experience and skills:

- Sales, or high-level sales support experience
- Excellent communication skills – written and verbal.
- Strong computer skills – proficient in Word, Excel and Outlook. Experience with ACT contact manager, including database development and customization, a definite plus
- Highly responsive nature – able to track down information and maintain a sense of urgency to meet client needs
- Applicant should be organized and analytical and able to juggle multiple accounts, goals and objectives
- Able to manage client expectations and pro-actively solicit feedback
- Able to think out of the box, and creatively get the job done
- Applicant should have some exposure to a virtual, telecommuting environment and thrive in a goal-oriented environment



"In this job I learn something new everyday. And knowing the kind of impact we are having on the growth of our clients, is its own reward."

Mary Zagers White
Project Manager

SALES SPECIALIST

Working on a part-time consulting basis, our Sales Specialists initiate the sales process on behalf of our clients by placing needs-assessment calls to a pre-defined list of potential prospects. Their job includes identifying appropriate decision makers, pre-qualifying by collecting information on needs and level of interest, setting appointment with prospects representing a potential sales opportunity for the client.

The ideal candidate for this position:

Enjoys turning a “no” into a “yes”, enjoys using powers of persuasion and is motivated by “closing” the deal. Able to handle the pressure of delivering consistent monthly outcomes to keep the client’s sales pipeline active. Able to convey confidence and be “quick on their feet”. Able to absorb critical information about an industry to which they’ve had no prior exposure and translate that to the ability to appear knowledgeable when communicating with potential prospects. Ideal candidates will enjoy the aspect of the job that requires learning about new businesses and will gain satisfaction from mastering a new challenge and succeeding at hitting the pre-determined objectives on an account program.

Experience and skills:

- Sales experience a definite plus. Particularly in an environment requiring a consultative sales style, targeting mid-to-high level executives – ideally working in a corporate business-to-business environment. Top candidates will have demonstrated a successful track record at prospecting and needs assessment. Minimum of 7 years experience.
- Excellent communication skills – written and verbal. Particularly effective communicating by phone
- Applicant should be organized and able to juggle multiple accounts, goals and objectives
- Able to think out of the box, and creatively get the job done
- Able to work independently and set priorities appropriately to achieve specific goals
- Computer skills a must. Proficient in Word, Excel and Outlook. Prior experience with contact management software a plus
- Applicant should have some exposure to a virtual, telecommuting environment and thrive in a goal-oriented environment



“When I first had children I thought I’d have to give up my rewarding but demanding career if I wanted to be an involved parent. I’m glad I was wrong. ML lets me keep my skills current while giving me the flexibility I never had when I was working on the road.”

Stephanie Kargel
Sales Specialist

OUTBOUND MARKETING SPECIALIST

Conducts the first phase of many of the firm's account programs. This involves researching target companies to identify the ones that meet specific parameters for an assigned project, placing calls to target companies to identify appropriate decision makers and other key influencers within the organization, capturing data that will be used to help refine a database of prospects to be pursued by Sales Specialists.

The ideal candidate for this position:

Enjoys initiating the early stages of the sales process. Needs to be naturally curious and able to continue following a path until the answer becomes clear; needs to be able to try various methods to find the best and quickest route to the information needed; needs to have excellent communication skills and be able to converse and then win over various gatekeepers involved in permitting access to the decision maker. Also needs to be able to appear knowledgeable when talking to decision makers and therefore must be willing to learn about new industries and gain a working knowledge of the necessary terminology. Requires patience, persistence, tact and diplomacy.

Experience and skills:

- Sales, or high-level sales support experience a plus - ideally working in a corporate business-to-business environment. Minimum 5 years of experience.
- Excellent communication skills – written and verbal. Particularly effective communicating by phone
- Applicant should be organized and analytical and able to juggle multiple accounts, goals and objectives
- Past experience with aggressively pursuing information that is critical to the project's success
- Able to think out of the box, and creatively get the job done
- Able to work independently and set priorities appropriately to achieve specific goals
- Computer skills a must. Proficient in Word, Excel and Outlook. Prior experience with contact management software a plus
- Applicant should have some exposure to a virtual, telecommuting environment and thrive in a goal-oriented environment



“I’m the kind of person who always needs a new challenge. ML gives me a chance to focus my skills on a variety of industries which keeps me interested and motivated.”

Pat Zagers
Outbound Marketing Specialist

MARKETLAUNCHER TEAM BIOS

Lara Triozzi, Founder and President

As President and Founder of MarketLauncher, Inc., Lara Triozzi offers 18 years of business-to-business marketing experience. Working primarily in start-up and fast-growth ventures, Lara brings a wealth of knowledge on strategies to identify new business opportunities and structure programs to maximize the sales process.



Lara spent five years working with Inc. magazine to launch the Inc. Eagles CEO peer group program (now The CEOProject) in seven cities where she successfully structured a sales process designed to introduce an intangible product to a sophisticated buyer.

Prior to joining Inc., Lara spent three years in the field of advertising on both the agency and client side. Working in all facets of the business, Lara held positions responsible for creative development, account management, copywriting, statistical analysis and media and print buying.

Lara has also served as the Director of New Media for Ivanhoe Broadcast News, a leading provider of health news to broadcast network affiliates. Lara was brought in to help the organization launch its Internet initiative to coincide with its long-standing broadcast business.

In May 2001, Lara founded MarketLauncher, Inc. By combining her prior experience in advertising, marketing and strategic business development, Lara designed the firm to specialize in helping businesses achieve sales growth through market development programs that accelerate the sales process and help clients establish a predictable model for growth.

Tricia Washington, Executive Vice President/Partner

Tricia Washington has over 16 years experience in business-to-business marketing for various mid-size companies in a number of professional service industries including executive education, consulting, legal, real estate, publishing, financial, media/communications, government/public sector and market research.



Tricia's background includes serving as the Director of Marketing for Delahaye Medialink and as a marketing consultant for Millward Brown Precise. In both positions, Tricia demonstrated an ability to create a consultative business development strategy to target high level decision makers at Fortune 500 companies, creating new business opportunities for the sales teams. Prior to her work with these leading media analysis providers, Tricia worked as the Director of Marketing for Inc. magazine's Eagles CEO peer group program, rolling out the marketing campaign on a national basis. Tricia began her career at the public relations firm of Makovsky & Company in New York, NY.

Over her 16 years as a Marketing professional, Tricia has been responsible for almost every form of marketing communications planning and execution including branding, product positioning, media relations, product development, e-Marketing, advertising, events and direct marketing. As the Executive Vice President at MarketLauncher, Tricia is responsible for developing integrated business development programs to impact client companies and solve their marketing and business issues with positive results.

Tricia joined MarketLauncher in November 2001 and is responsible for overseeing operations, which includes developing strategies and programs that impact MarketLauncher client company's growth, in addition to managing account teams and execution.

Kelli Walsh, Project Manager

A graduate of the University of Texas, Kelli's background is in the high-end retail industry, where she spent five years with *By George* in Austin, Texas. Kelli was responsible for evaluating routine, seasonal, periodic and promotional product demand in order to forecast and identify trends. Kelli also negotiated with vendors, was responsible for strategic merchandising decisions and handled all aspects of marketing for the company.



Kelli joined the MarketLauncher team in 2003 and has been responsible for database architecture, management and ongoing data development. She also provides database training to all team members and is responsible for the ongoing development of training documents.

Mary White, Project Manager

After graduating from the University of Central Florida, Mary spent more than a decade as a producer and investigative reporter for leading news sources. In 2004, she worked with the National Terrorism Prepared Institute on videos to educate law enforcement.



Her ability to build rapport with people and ferret out information is a great asset to clients of MarketLauncher. Mary is able to utilize her extensive investigative reporting skills to impact client programs through outbound marketing message communication and decision maker identification. As a result of Mary's skills, our clients are able to understand the full picture and landscape of the decision making process at Fortune 1000 companies in a multitude of industries.

In her role as Project Manager for MarketLauncher, Mary utilizes these skills to expertly direct all aspects of client account programs. Her responsibilities include coordinating appointment calendars, managing communications with potential customers, and acting as a liaison between clients and the account team.

Priscilla Burdette, Project Manager

With more than 15 years of experience in sales, account management, and recruitment, Priscilla brings an expertise in the area of information technology to her position with MarketLauncher.



A graduate of Penn State University, Priscilla began her career with Shared Medical Systems as an Installation Director, and later joined Methodist Hospitals of Dallas as a systems analyst. She went on to enjoy success taking on IT-related positions in many sectors, including the retail, financial and hospitality industries.

She also spent several years providing recruitment and account management for technology clients, and successfully placed more than 200 individuals into permanent positions. Career highlights include helping a start-up contract firm grow from 0-40 contractors on billing – generating over \$3 million in annual revenue – and consistently meeting and exceeding quota goals in each role she has assumed.

Stephanie Kargel, Sales Specialist

Stephanie Kargel has 16 years of professional consultative sales and management experience in the service sector. A graduate of the University of Arkansas, she started her career as a CPA working for Deloitte & Touche. Her primary clients were in manufacturing, advertising and publishing.



After 2 years at Deloitte, Stephanie joined Robert Half International. She started as a sales and staffing specialist and earned recognition as a top 1% producer for RHI worldwide. She then opened a new office in the Chicago area for the company. Its revenue grew from \$0 to \$5 million in 14 months, exceeding budgeted growth by 100%. Her last assignment with Robert Half was as an area manager for 3 offices, which supported 4 independent business units and employed approximately 50 professionals. She was transferred to perform a turnaround and revenue grew by 88% to a \$30 million run rate while gross margin grew by 100% and net income by 78%.

Since joining MarketLauncher in 2002, Stephanie has worked with clients in the software and training industries, among others, focusing on contacting Fortune 1000 corporate-level decision makers. She has the ability to grasp highly technical information and successfully communicate the benefits of client programs to potential customers.

Joanne Strobert, Market Research Specialist/Executive Interviewer

As a senior member of MarketLauncher's consultant team, Joanne conducts research interviews with key contacts during the primary research phase of projects.



Prior to joining MarketLauncher, Joanne had managed her own marketing communications consulting business for 18 years. Joanne's client list included representation from a variety of industries including financial services, insurance and professional services. Joanne worked with these organizations to develop business development strategies including shaping company positioning, capitalizing on key messages and developing corporate collateral including brochures, training manuals and consultative sales materials.

A graduate of Robert Morris College, Joanne has worked in the public relations and advertising industry with Liberty Productions and The Neiman Group where her responsibilities included media placement, public relations, account management and production.

Joanne joined MarketLauncher in 2004 and has worked on accounts in a variety of industries including software providers, training firms, facilities maintenance and service providers, marketing / public relations / media measurement firms, third-party logistics management companies, and management consulting firms. In her work on these accounts Joanne has developed an expertise at engaging contacts in all facets of the corporate environment: CFOs, Finance VPs, Controllers, Operations VPs, attorneys, training managers, CIOs, COOs.

Katey Flores, Communication and Research Specialist

A graduate of Southwestern University, Katey Flores has a background in education, having taught in the public school system for eight years, and is in the process of completing a Masters degree in Early Childhood Education.



Katey serves as a Communication and Research Specialist with responsibilities that include managing the research process by identifying and evaluating new

sources, conducting ongoing research on companies we are targeting on the client's behalf and assigning projects to the research team.

Katey also serves as a secondary point of contact on many of our lead-generation programs that require coordination with a client's large sales force. Katey manages communication in regard to the process of confirming appointments and responses generated by email campaigns.

Elizabeth Cotter, Outbound Marketing Specialist

With a background that includes more than nine years of business-to-business sales experience, Beth has enjoyed success working with clients from a wide array of industries. Most recently, she worked in market research and business development for Burning Sky Solutions, a software systems and design firm. She also spent six years as a leading salesperson with Films Inc., marketing business training programs to government, education, healthcare and business accounts.

In addition to her professional efforts, Beth is involved with many worthwhile non-profit organizations through fund-raising and volunteer work, lending her talents to groups such as the Infant Welfare Society of Chicago. Beth is a graduate of Saint Mary's College in Indiana.

Tony Norton, Outbound Marketing Specialist

After graduating from Wichita State University, Tony Norton has spent more than 12 years marketing a vast array of products and services. This has provided him with a wealth of sales, marketing and operations experience, culminating in successful marketing programs, increased sales and brand awareness for his clients.

Tony's communication and strong customer service skills are the catalyst that led him to become a successful leader in sales and marketing organizations nationwide. Prior experience includes GFG, Inc., where he was responsible for managing a national sales force, overseeing business development with the National Football League and Major League Baseball organizations, and increasing product sales 100% over three years.

A highly effective negotiator with the ability to thoroughly grasp the sales process and find solutions to fit client needs, Tony soared to high levels in the telecommunications and advertising sectors during his tenure at Dex Media.

Tony's ability to utilize persuasive communication skills – via a multitude of tools – allows him to drive sales and marketing campaigns for MarketLauncher clients.

Carrie Lueneburg, Outbound Marketing Specialist

Prior to joining MarketLauncher, Outbound Marketing Specialist Carrie Lueneburg spent more than eleven years in the pharmaceutical sales industry, including working for industry leader GlaxoSmithKline for six years.

A consistent President's Club Award winner – in recognition for being among the top 10 percent of the sales force – Carrie also counted client and new representative training among her responsibilities. In addition, she is experienced in marketing and convention team coordination.

Carrie graduated with Special Honors from the University of Texas at Austin. Carrie's extensive background in the healthcare/pharmaceutical industry is a tremendous asset to those MarketLauncher clients aiming to reach the medical sector.

Susan Laughlin-Rotondo, Sales Specialist

With more than 16 years of experience in sales, marketing, and finance, Susan Laughlin-Rotondo brings a wealth of knowledge to her position as Sales Specialist with MarketLauncher.

A graduate of the University of Texas, Susan began her career in finance with United Distillers (formerly Guinness America). After earning her MBA in Marketing and Corporate Strategy, she held various marketing and sales roles. These include Northeastern Regional Sales Manager for Lucent's Open Networking Division, as well as selling IBM and Sun Microsystems equipment for a business partner. Susan is also well-versed in market analysis and commercial marketing, and has direct experience working in fast-growth, start-up organizations.

Gretchen Bruce, Sales Specialist

Gretchen Bruce joined MarketLauncher with more than 10 years of experience in business development and account management, with a focus on the high-tech industry.

Most recently, she spent four years with Amazon.com, where she served as a key contributor to the development and expansion of the company's third party e-commerce platform and new category launches; in her previous position, Gretchen's concentration was on growing Amazon's business-to-business client base. During her tenure, she received the "top sales" award for the corporate accounts sales team and the Amazon Spirit Award.

Previously, she also served as a group sales manager for Harbor Resorts in Seattle, developed and expanded new territory for several other companies in the Northwest, and was with Microsoft for seven years. Gretchen brings her proven track record to MarketLauncher to take on the role of Sales Specialist.

Karen Archer, Sales Specialist

With more than 10 years of progressive experience in strategic marketing, business development, sales forecasting and marketing, Karen Archer joins MarketLauncher as a Sales Specialist.

Throughout her career – which has included roles with Staff-Pros, SeaLand Service and US Lines, Inc. – Karen has developed an expertise in the manufacturing, transportation and shipping industries. She has had success managing key account relationships and service contracts in multiple markets and industry verticals.

Katie Serros, Outbound Marketing Specialist

Katie Serros' professional experience includes 20 years in the marketing, advertising and creative services fields, working in both the business and non-profit sectors. In her previous roles, she successfully launched and managed a multitude of marketing-related programs, producing corporate collateral campaigns, target market campaigns, newsletters, sales promotion initiatives and advertising campaigns. In addition, she has worked as a corporate liaison, assisting key personnel with overall marketing development and administration.

In addition to her professional endeavors, Katie enjoys volunteering for her favorite charity, New Hope Center for Grieving Children, where she has the opportunity to work directly with the children, in addition to assisting with fundraising and corporate events.

Abi Beaty, Research and Communication Specialist

With more than eight years in marketing and public relations, Abigail Beaty brings an expertise in project management and writing to her role as Research and Communication Specialist for MarketLauncher. A graduate of the University of Central Florida with a Bachelor of Arts in Journalism, Abi's experience includes developing marketing proposals for a large software firm – ACS Government Systems – and managing all marketing and publicity efforts as part of Lockheed Martin's management of the armed services Blood Program on Camp Pendleton. In addition, she served as public relations coordinator and magazine editor for a branch of the US Army, and has corporate training experience in the customer service and various computer programs.

Abi also served in the US Army Reserve, and was mobilized to active duty for Operations Enduring Freedom and Iraqi Freedom.

Elizabeth Buchanan McCarthy, Research Specialist/Writer

As a television news producer by trade, Elizabeth Buchanan McCarthy brings a wealth of diverse experience to the MarketLauncher team. During nine years with Ivanhoe Broadcast News, a leading news service provider, Elizabeth worked her way up the ranks from Assistant to Executive Producer. Elizabeth's duties sent her traveling throughout the United States as well as France, England, Austria and Peru.

At MarketLauncher, Elizabeth's finely honed ability to dig for information and interpret its true meaning gives her a unique perspective on our client's market research programs.

Pat Zagers, Outbound Marketing Specialist

Pat's ability to relate to and communicate with a diverse group of people has helped her achieve tremendous personal and professional success... Her power of persuasion was a main factor for her meteoric rise as a Mary Kay Beauty Consultant, achieving Director-level status within her first two years. Pat's ability to motivate and mentor as many as 70 consultants at one time helped propel her to the top 2% of all Mary Kay producers.



Pat's talent for relating to a wide variety of people, her effective communication skills, and her drive to achieve contribute to her success as an Outbound Marketing Specialist. She has mastered the subtle nuances needed to communicate effectively via the phone and electronically. These attributes help Pat effectively convey our clients' sales messages and aid in the decision-maker identification process.

Andy Gladyszak, Sales Specialist

Andy Gladyszak has over 16 years experience in business-to-business sales for various mid-size companies in the IT and Health Care Industries. Andy's has expertise selling software and services targeting the Fortune 1000 companies as well as DOD, government and our country's health care IT market. He is also an experienced computer software/hardware engineer with a Master's degree from Boston University and a Bachelors degree from Northeastern University.

Andy's sales background includes serving as the Regional Manager for Scientific and Engineering Software, Austin TX, where he was both an award winning top performer as well as a technology expert in the area of IT performance. As an account manager at OPNET Technologies Inc, he successfully opened the first Southeast US district office and established many new Fortune 500 accounts. Andy then focused his efforts at the start up company Innoapp LLC where he successfully penetrated the US market with HEDIS software and services. Andy began his career as a top software programmer at the former



Digital Equipment Corporation, currently known as Hewlett Packard.

Andy joined MarketLauncher Inc. in 2008 and continues to work towards having a major impact on ML's clients.

To apply for a position . . .

Please send a detailed and customized cover letter along with a copy of your resume to:
work@marketlauncher.com