

## Savvy Marketing Group Posts Strong First Year Results

*Clients include one dozen new ventures*

**Research Triangle Park, NC**, February 16, 2005– Serial RTP marketing executive Grace W. Ueng, announced a strong finish to the founding year for Savvy Marketing Group. Utilizing proven methodologies, the firm targets senior management launching new ventures and products in both established and emerging growth companies with their two offerings: Resolute Ventures™ and Chief and Crew for Hire™ services.

Resolute Ventures™ is designed to provide counsel to chief executives with their corporate strategy, business planning, and fund raising. “Savvy Marketing Group has worked as a key partner and extension of our executive team to assist in business planning, strategy and positioning,” said Harvey Singh, CEO, Instancy and founder and Chief Strategy and Chief Learning Officer of MindLever which was sold to Centra. “Grace brings years of proven experience in marketing and business strategy at a time when such expertise is the most critical – during the start-up phase.”

Clients include startups as well as new ventures within established organizations. “We hired Savvy Marketing Group as an external extension of our in-house business development team,” said Regis Rulifson, Director of Business Planning & Development for John Deere’s Worldwide Commercial & Consumer Equipment Division. “Grace performed thorough due diligence and made on-target recommendations for a potential technology partnership to contribute to the growth of our division’s aggressive growth strategy.”

Chief and Crew for Hire™ services offer outsourced chief marketing officer and implementation for those ventures not yet ready to have a head of marketing and staff in house or those simply needing extended bandwidth and expertise. Capabilities include providing counsel on overall marketing strategy, fielding market research to assess market opportunity, and writing marketing plans including defining the lead generation roadmap and prioritizing marketing programs to meet overall revenue goals.

Savvy Marketing Group uses proven methodologies garnered from real world experience to deliver results for clients. “Having already built a successful business within one vertical, we wanted to take our company to the next level. After investigating various options, we chose Savvy Marketing Group. Through her proven “discovery process,” Grace quickly analyzed our business and offered on target strategic insights and recommendations on how to efficiently execute our marketing and distribution plan in order for us to meet our growth goals,” said Bobby Martin, President of First Research, a leading provider of sales call preparation research tools. “Savvy Marketing Group not only met but exceeded our expectations - we look forward to continuing to utilize Grace's services to insure we meet our corporate objectives.”

### **About Savvy Marketing Group**

Savvy Marketing Group, LLC is a leading RTP consulting firm that uses proven methodologies to help new ventures within Fortune 500 companies as well as startups maximize their chances for success. Founder and President, Grace W. Ueng, has served as an executive with five high growth ventures which collectively generated over \$1 billion in investor returns. A graduate of MIT and Harvard Business School, Ms. Ueng is a frequent panelist, speaker, guest lecturer and served as co-chair of the CED Entrepreneur '04. Honors include being named Business Leader's Woman Extraordinaire in 2004, and Triangle Business Journal's "40 under 40" in 2001 as well as "Top 25 Women in Business" in 2000.

Savvy Marketing Group focuses on corporate strategy and business planning through their Resolute Ventures™ services, and delivers on marketing strategy and planning through their Chief and Crew for Hire™ services. Clients include companies in the consumer products, life sciences, and information technology and business services sectors. A sampling of established and emerging growth companies served include: John Deere, Cherokee Investment Partners, Instancy, First Research, Mardil, adrelief, Alternate Access, and Voice Automation. See [www.savvymarketinggroup.com](http://www.savvymarketinggroup.com) for additional information.