



## Savvy Marketing Group Continues Growth Momentum

*Signs on three new clients and launches new service offerings*

**Research Triangle Park, NC**, July 31, 2006 – Serial RTP entrepreneur and marketing executive Grace W. Ueng, announces three new clients, SciQuest, Virtual Heroes, and Mobilati so far this year. Ms. Ueng is the Founder and CEO of Savvy Marketing Group which advises senior management in both established and emerging growth companies with their two offerings: Resolute Ventures™ and Chief and Crew for Hire™ services.

Savvy Marketing Group uses proven methodologies garnered from real world experience to deliver results for clients. "SciQuest engaged Grace to perform a validation study on our current marketing programs and messaging. She assisted us in clarifying our market segmentation, honing our message and targeting our public relations activities," said Suzanne Miglucci, Vice President of Marketing and Strategic Alliances for SciQuest. "With this new focus, Marketing is well positioned to support SciQuest's growth initiatives!"

Resolute Ventures™ is designed to provide counsel to chief executives with their corporate strategy, business planning, and fund raising. 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.

"As I was ready to take my early stage venture to the next level, I thought of Grace since I had worked with her when she successfully led business development at Interactive Magic a decade ago," said Jerry Heneghan, Founder and CEO of Virtual Heroes, Inc. "She has brought in her strong team to help with our business plan, fund raising, and marketing strategy. I know that I can always count on Grace."

Ms. Ueng continues to be sought after for speaking engagements on topics such as "12 Steps to Success: How to be a Savvy Entrepreneurial Marketer" and will be joining the faculty at UNC Kenan Flagler this coming year to teach "Entrepreneurial Marketing". Since her near fatal cycling adventure trek last year where she rebounded with resolute determination, she is being engaged for motivational speeches at company meetings and entrepreneurial conferences. Leveraging her past work experience and cultural heritage, Ms. Ueng recently came back from a trip to China, and is launching new service offering advising US based investors that have China

funds on sourcing their deal flow and advising their portfolios in one of the fastest growing countries of the world.

### **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 CEO, 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 keynote speaker, panelist, and 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: Burt's Bees, Mardil, John Deere, Cherokee Investment Partners, Geomagic, SciQuest, Instancy, First Research, Alternate Access, and A Shred Ahead. See [www.savvymarketinggroup.com](http://www.savvymarketinggroup.com) for additional information.