

Savvy Marketing Group is a strategic management consulting and marketing advisory firm that focuses on value addition for companies wanting to advance to the next level. Our consultants bring their wealth of experience to add immediate value to each client situation.



WHO WE WORK WITH

Since 2003, we have served over forty clients with a strong focus on value addition. We are typically hired by the CEO or a senior executive to fill the interim marketing leadership role or to address a key strategic issue warranting third party exploration due to tight timelines or the need for neutrality and outside perspective.

HOW WE HELP

We provide companies seeking new avenues of growth both strategic counsel as well as additional marketing muscle by offering outsourced CMO and team implementation services.

RESOLUTE VENTURE S™	CHIEF AND CRE W FOR HIRE™
<ul style="list-style-type: none">• Packaging of Business Plans• Preparation for Fund Raising• Advisory Board Formation• Due Diligence• Presentation Coaching	<ul style="list-style-type: none">• Deep Dive & Discovery including Competitive Analysis• Marketing Audit• Marketing Plan & Implementation• Vision and Mission & Positioning and Messaging• Market Research: including Market Assessment, New Products, Net Promoter Score

WHAT CLIENTS SAY

Results from independent market research reveal high marks for Savvy Marketing Group:

- 100% rated overall value to their business either 'very high' or 'high'.
- 95% of clients were either 'extremely' or 'very' satisfied and were 'definitely/likely' to refer to colleagues.
- Savvy's Net Promoter Score® ranks among the best, same decile as Amazon and eBay, which is just above Apple and Southwest Airlines.

CONTACT US

Visit our website at www.savvymarketinggroup.com or email at info@savvymarketinggroup.com.

Read our blog: www.resoluteventures.typepad.com. Follow on Twitter: www.twitter.com/savvygrace.

EXAMPLES OF VALUE ADDITION:

DUE DILIGENCE: Director of Business Development of \$3B division of F500 company sought third party to conduct due diligence of new technologies and recommend partnership opportunities.

NEW CHANNEL OPPORTUNITY : CEO of public software company needed to analyze a “game changer” market opportunity to jumpstart revenue growth. Presented findings and recommendations to board of directors at annual strategy meeting.

MARKET AUDIT: President of 200 year old consumer products company was struggling to turn around share declines of flagship brand. Hired to conduct Marketing Audit and presented business review and recommendations to executive team.

CUSTOMER INSIGHTS & INTERIM MARKETING: VP of Sales & Marketing of venture backed managed IP services company wanted to gain more knowledge of customer needs in order to deliver the right offerings.

Benchmarked Net Promoter Score and recommended improvement plan. Retained to provide interim marketing leadership and implementation and hire permanent team.

MESSAGING & INTERIM MARKETING: CEO of venture backed software company desired to convert from engineering to market driven culture. Conducted Deep Dive and Discovery, wrote Marketing Plan, and mentored marketing team. Engaged for vision & mission messaging and media training. Served as interim marketing leader and sourced permanent executive.

NEW VERTICALS & MESSAGING & CUSTOMER INSIGHTS: President of private company wanted to explore new verticals for growth. Conducted Deep Dive & Discovery and wrote Marketing Plan. Engaged to facilitate messaging resulting in new category name and positioning. Spearheaded first annual customer satisfaction survey; identified key gap areas and developed plan to fill. Introduced to executive at F1000 company that acquired company at solid multiple.

FOUNDER AND CEO, SAVVY MARKETING GROUP



Grace W. Ueng has a passion for success and carries this desire to her clients. Her experience spans from consulting for Bain & Company to working inside Fortune 500 brand leaders Time Inc., General Mills, and Clorox to contributing to technology ventures that had exits through public offerings or acquisition. She has been a key player on management teams that have delivered to investors a return of over \$1 billion.

She has served on adjunct faculty teaching “Entrepreneurial Marketing” for Fudan’s International MBA program in Shanghai, a joint venture with MIT Sloan School as well as University of North Carolina’s Kenan-Flagler Business School. Ueng earned her undergraduate degree from MIT and her MBA from Harvard Business School.

Ueng currently serves on the board of directors for RemedEase and Live Learning Technologies, and served on the board of advisors for Virtual Heroes which was acquired by Applied Research Associates. She is an advisor to the North Carolina Chinese Business Association, director of The Harvard Club of Research Triangle, and a trustee for The Leukemia & Lymphoma Society.

A person of character who gains results with passion, clients and colleagues have learned over the decades that Ueng is a person they can always trust to “do the right thing”. In short order, she assembles the right team and resources to thoughtfully add value to any venture she touches.

Ueng literally went downhill when she turned 40 in a storied cycling accident. As she worked hard to get back “in the saddle” to help her clients, Ueng saw in a new light how adversity makes entrepreneurs stronger. Since this life changing experience, she has published and been asked to speak on the correlation between successful entrepreneurs and endurance athletes as well as summit ascenders.