

## Savvy Marketing Group Rates 100% on Value Addition

Research Triangle Park, NC -- Results from a recent independent market research study reveal high marks for Savvy Marketing Group, a leading strategy and marketing consulting firm for entrepreneurs taking their businesses to the next level of growth as well as senior management of established Fortune 500 companies expanding into new ventures.

- 100% rated overall value to their business provided by Savvy as either 'very high' or 'high'
- 95% of clients were either 'extremely' or 'very satisfied'
- 95% of clients were 'definitely/likely' to refer Savvy Marketing Group to colleagues
- Savvy's "Net Promoter Score" ranked amongst the most respected companies, 19% higher than Southwest Airlines.

"After hiring Savvy Marketing Group to conduct an extensive Marketing Audit, we have retained the firm to focus on a few key identified issues which they address both strategically and tactically," states Stephen Wiehe, president and CEO of SciQuest. "Well connected and intelligent, Grace and her firm have become a trusted partner for SciQuest. I highly recommend the services of Savvy Marketing Group for companies that want to take themselves to the next level."

"It's the combination of proven methodologies and real world experience that enables us to deliver valuable results for our clients," explains Grace W. Ueng, Savvy's founder and CEO.

"Savvy Marketing Group got up to speed quickly and efficiently to help us at a critical juncture of readying our technology for market," explains John Davis, vice president of sales and marketing for Centice, the developer of a pharmaceutical verification device. "Facilitating corporate and product messaging sessions, conducting key market research, and providing interim marketing leadership, Grace and her colleagues became part of the Centice team."

### About Savvy Marketing Group

Founded in 2003, 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. The organization's sister company, Resolute Ventures™, provides senior-level counsel to chief executives with their corporate strategy, business planning, and fund raising. Savvy's Chief and Crew for Hire™ program offers outsourced chief marketing officer and team implementation services for those ventures that have yet to develop in-house marketing departments or others simply needing additional bandwidth and expertise.

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. She has taught "Entrepreneurial Marketing and Innovation" in Fudan's International MBA program, a joint venture with MIT Sloan School as well as UNC Kenan-Flagler Business School.

The principals of Savvy Marketing Group each have extensive industry experience and collectively serve the technology, healthcare, consumer, education, and business services sectors. A sampling of established and emerging growth companies served include: John Deere, Cherokee Investment Partners, Geomagic, SciQuest, Virtual Heroes, Carpio, First Research, Centice, Mardil, Proventys, and A Shred Ahead. See [www.savvymarketinggroup.com](http://www.savvymarketinggroup.com) for additional information as well as Ms. Ueng's speaker's reel.