

Interim VP of Marketing

OVERVIEW

Our Interim VP of Marketing practice provides marketing assistance on a part-time or temporary basis. We can help with all aspects of the marketing process: strategy, planning, product marketing, marcom and media relations. We help companies refine their positioning, launch products, enter markets, prepare strategic business or marketing plans, develop collateral material, and drive toward market dominance.

METHODOLOGY

Based on the corporate mission and vision, we identify initial and subsequent target markets, define the value proposition and crystalize the message. That work results in aggressive media and analyst relation programs, demand creation and Web marketing activities, and sales support tools. From a product marketing standpoint, we act as the "messenger of the market," delivering actionable product and market information to executives and product development.

RESULTS

We deliver tangible, measurable results. Examples:

- Positioning and messaging platform - for media & analyst outreach
- Corporate presentations for sales and investors
- Aggressive media relations with measurable results
- Corporate and partner websites (copy and design)
- Direct mail and email campaigns to targeted audiences
- Technical and business white papers
- Customer case studies and testimonials
- Production and presentation of papers at industry symposia
- Contributed articles to establish thought leadership position



To SealedMedia, our customers and partners, Tanya Candia is our marketing department. We get the benefits of a world-class marketing executive at a fraction of the cost. As CEO, I especially value her ability to communicate clearly, and to leverage our customer success to promote our company.

George Everheart, CEO, SealedMedia

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High value, results-oriented programs