



## Chris Hall

Since 1990

Specializing in Targeted B2B Marketing Strategies & Programs to Increase Revenues

- Net Pricing
- Best Practices
- Creative Solutions
- Measurable Results
- Strategic Resources

# Need Results Quickly?

Chris Hall helps businesses increase revenues with targeted B2B marketing strategies and programs. She supports business development and marketing directors with customized, cost-effective multilevel marketing strategies and programs that broaden their customer base, and increase customer revenues. Chris also provides interim marketing director services for companies in transition.

Unlike marketing agencies, ChrisHallMarketing.com provides marketing services at net cost. Without overhead, Chris enables savvy senior executives to generate qualified leads, increase channel sales, develop sales programs and incentives, and enter new markets. Integration is seamless; she collaborates with existing staff and suppliers, and augments teams as required to achieve project goals.

Chris has over 30 years of targeted marketing experience within the consulting services, education, financial services, healthcare, publishing and technology industries. She received a B.S. from Cornell University and is based in Boston.

### **What's Unique:**

*Her ability to streamline critical paths and leverage multiple vendors to deliver results quickly and efficiently. Clients affirm her ability to acclimate rapidly, gain support from disparate groups, manage multiple projects and execute within time and budget expectations.*

*Chris translates business problems into programs that solve specific revenue issues.*

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|----------|-----------------------------------|---|
| Services | - Strategic Marketing Development | - Brand Development & Management                |
|          | - Tactical Marketing Execution    | - Media Recommendations & Placement             |
|          | - Qualified Lead Generation       | - Market Research & Competitive Analysis        |
|          | - New Product Launches            | - Marketing Collateral & Speech Copywriting     |
|          | - Website SEO                     | - Creative Design: Print, Online, Voice & Video |

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|---------|-----------------------------|-----------------------------------|
| Clients | Addison-Wesley              | GTE Sylvania                      |
|         | American Power Conversion   | Hot-Handle.com                    |
|         | Bachman Information Systems | IE Engine                         |
|         | BT Conferencing             | Jamcracker                        |
|         | Cognos                      | Netegrity                         |
|         | Data General / EMC          | Rulespower                        |
|         | Eggrock Partners            | Supply Chain Alliance             |
|         | Exide Electronics           | Thomson Financial Services        |
|         | Giga Information Systems    | Wolters Kluwer Financial Services |

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