



MarketBridge Opens New Washington State Office to Better Serve West Coast High-Tech Companies

Sales & Marketing professional services firm opens Seattle-area office; led by tech industry veteran David Bradley

Bethesda, MD (Vocus) November 6, 2007 -- MarketBridge (www.Market-Bridge.com), a leader in building high-growth Sales and Marketing operations for Fortune 500 companies — including a number of global leaders in the technology space — today opens an office in the Seattle area to benefit West Coast high-tech clients. David Bradley, a newly appointed senior vice president and Marketing Management practice leader at MarketBridge, will manage the firm's Bellevue, Wash. office.

MarketBridge possesses 15 years of high-tech experience and expertise, gleaned from working with leading providers of hardware, software, services, and solutions, including IBM, Microsoft, HP, SAP, Siemens, and Cisco, among others.

“Marketers in the tech space are rethinking their go-to-market models in response to industry consolidation, disruptive technologies, new market entrants, and evolving business models for delivering technology-related services,” said Tim Furey, CEO of MarketBridge. “The true innovators are responding with new multi-channel models, the migration to solution selling, and accessing high-growth regions and small-business customers. We believe Dave Bradley, with his considerable tech industry experience, is well qualified to lead these marketing transformations.”

As the Marketing Management practice leader, Bradley is focused on providing market insight, product and solution marketing strategy support, and multi-channel go-to-market program support to leading B2B companies. In addition, the Marketing Management practice teams with the firm's Marketing Science and Sales & Distribution units to guide clients' through a transformational shift to the digital marketing era.

“It's a challenging time for the marketing discipline in many companies,” said Bradley. “While digital media and community interactions have created an explosion of data and an immediacy in marketing decision making, the systems and methods to support this new style of marketing management have been developed in a piecemeal approach, at best. It's time to reinvent the marketing mix and marketing management systems, and MarketBridge is well positioned to serve clients in advancing this agenda for change.”

Bradley joined MarketBridge in September, marking a return to management consulting after a 15-year career in consumer and high-tech marketing leadership roles. Prior to joining MarketBridge, Bradley served as chief marketing officer and executive committee member for Corbis, the Seattle-based digital media company owned by Microsoft's Bill Gates. Prior to that, he was senior vice president in SAP Global Marketing, responsible for competitive and market intelligence, solution marketing, and field marketing.

Bradley began his high tech marketing career at IBM in the late-1990s, where he served in senior marketing roles to create a category marketing capability for the PC business; led ibm.com marketing and its Web user experience - driving its transformation from a corporate Web site to a TeleWebchannel business; and led strategy and marketing management for the Sales & Distribution Group, as the company shifted to an integrated



solution go-to-market strategy. While at IBM, Bradley played leadership roles in cross-company initiatives such as “On Demand Business,” and was a member of the IBM Senior Leadership Team.

He began his “client side” career at Eastman Kodak, where he was vice president marketing for the company’s consumer services brands, and at ADVO, Inc., a direct marketing services provider focused on direct response marketing.

Bradley began his business career in management and marketing consulting. He was a senior manager at Andersen Consulting in their Strategic Services practice in New York City, and was a consulting partner at Connecticut-based Marketing Corporation of America. He received his M.B.A. and B.S./B.A. degrees from Boston University.

For more information on the High-Tech Practice and the Washington office, contact David Bradley at dbradley@market-bridge.com.

About MarketBridge

MarketBridge (www.market-bridge.com) is a leading provider of integrated Sales and Marketing consulting and managed services to Fortune 500 companies such as Microsoft, IBM, SAP, Merck, Lilly, Philips, Siemens, and BT. MarketBridge relies on a disciplined, empirical approach to help its clients design, build and manage marketing through sales processes that leverage traditional brand marketing and field sales channels with greater online, call center, and database marketing resources. MarketBridge is headquartered in Bethesda, Maryland with offices in San Francisco, Philadelphia, Toronto, London and Bellevue, Washington.

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