



## Organizational Profile

- Company:** ExecutionAdvantage Partners, LLC
- Location:** 121 Arlene Drive  
Walnut Creek, CA 94595-1730 USA  
**Telephone:** 1 (925) 648-3377  
**Fax:** 1 (925) 933-2474  
**Email:** [info@executionadvantage.com](mailto:info@executionadvantage.com)  
**URL:** [www.executionadvantage.com](http://www.executionadvantage.com)
- Ownership:** Private
- Executive Management:** Mr. Michael Breen (*Parallel Thinking, Inc.*)  
Mr. Gerry Barañano (*The RevLaunch Company*)  
Ms. Barbara K. Marsh-Wetherell (*Marsh-Wetherell Market Relations*)
- Raison d'etre:** To increase the executional effectiveness of a company's marketing and sales initiatives by:
- Disrupting the influence of corporate conventional wisdom in defining brand/product position, and translating it to messaging architecture
  - Leveraging early sales interactions as "real-world" feedback intelligence loops to verify and correct the initial position and messaging
  - Orchestrating market intelligence and early sales interactions to accelerate revenue from new customers
  - Redefining the nature of customer experience through the prism of TouchpointRelations™
- The three most important reasons for forming the company:**
- Execution, execution, execution
- Point of Difference:** ExecutionAdvantage is the only marketing and sales orchestration resource available to business management that blends the expertise of traditional business roles in unexpected ways to:
1. **Identify** alternative paths of action that are often obscured by the veil of conventional wisdom
  2. **Assess** the true potential of each alternative in the context of marketplace realities and the obstacles to success via a unique Diagnostic-Sales™ process
  3. **Develop** a non-traditional implementation plan that orchestrates market position, branding, selling, and ongoing market relations

4. **Execute** the plan based on the flawless orchestration of marketing, sales, and communications
5. **Deliver** a field tested formula for initial sales and ongoing market success

## **Organizational Background:**

ExecutionAdvantage was born out of real world experience.

Launched in 2008, ExecutionAdvantage is an alliance of battle-tested, creative thinking business professionals with complimentary skill-sets who are passionate about helping clients reduce marketing and sales risk by increasing executional effectiveness.

We have observed that companies limit their potential for success by:

- relying on internal expertise that is outside their experience
- burdening the execution of marketing and sales strategies with integration mandates that often misidentify the real hurdles to success

The company is founded on three philosophical tenets, when orchestrated, define the essence of ExecutionAdvantage:

***Parallel Thinking™ -- “You can’t solve a problem with the same logic that created it.”***

Conventional wisdom and momentum thinking must be refocused to avoid the all too familiar, self-inflicted limitations of:

- Destructive cross functional competition
- Solving the wrong problem precisely.

***Diagnostic-Sales™ -- “A paying customer is the truest and most reliable form of market feedback.”***

Traditional approaches to research provide significant value in selected areas of information. But, when it comes to understanding the real potential of a new product, an improved product, a new channel or a new market, statistics that are developed from situations that are one, two or three degrees of separation from reality create obstacles to effective execution.

Only by engaging potential customers in a real sales situation, can you be certain your position and message will be successful in the market. Just as a test pilot uses the experience of the first flight in a new aircraft to provide actionable intelligence to increase the probability of success, the Diagnostic-Sales process uses strategic marketing people experienced in sales to feedback the strengths and weakness of a corporate or product positioning and messaging so course corrections can be made that will significantly increase your odds of success.

Diagnostic-Sales is the only market intelligence process that gives you your first sale.

***TouchpointRelations™ -- “At best we can control fifty percent of a relationship, but we can absolutely influence one hundred percent.”***

Many companies lose sight of the fact that their relationship with customers and partners is multi-dimensional, and a single approach to communication cannot and will not build a lasting relationship.

The key to effective execution is not about communication, it is about engagement. And, engagement programs must be strategic, yet flexible, to acknowledge the different customer expectations that are associated with the different touchpoints in the relationships.

<b>Industry</b>	Advertising Agencies
<b>Experience:</b>	Accounting Services
	Airlines
	Automotive
	Carbonated Beverages
	Computer Hardware
	Consumer Electronics
	Consumer Software
	Energy Companies
	Enterprise Software
	Fast Foods
	Financial Services
	Health and Beauty (OTC)
	Media Companies
	Packaged Goods
	Pet Foods
	PR Agencies
	Professional Services
	Telecommunications

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