

MARKETLAUNCHER



ACCELERATE YOUR GROWTH STRATEGY

RECRUITING PACKET

Full-Time Associate and Part-Time Consulting
Opportunities at MarketLauncher, Inc.

ABOUT MARKETLAUNCHER, INC.

MarketLauncher, Inc. is a boutique, business-development consulting firm specializing in lead generation and market research for professional service firms and technology solution providers. Founded in May of 2001, the firm's focus has stayed consistent in helping clients exploit growth opportunities.

The firm has grown rapidly in 6 years and has worked with over 40 client companies nationwide. Most of ML's clients target high-level executives within Fortune 1000 companies. ML is not a large call-center, telemarketing operation; rather our firm takes a consultative approach and works best with clients who benefit from a sophisticated approach to their target market. Therefore, consultants working on ML projects come from a variety of backgrounds averaging 15 years or more in consultative sales or influential marketing positions.

ML has worked on many programs designed to introduce new offerings to the market. We have two distinct competitive advantages which make ML a unique choice in that scenario:

1. Our team of highly experienced, former sales executives who have the capability to understand the requirement of an accurate needs assessment when identifying a prospect
2. Our process that ensures critical data is captured from all points of contact at each target company. Each data point is captured and then enhanced as the team makes its way through the various contacts within each organization. This data is then compiled, coded, analyzed and summarized in a way that allows the client to make key strategic decisions based on market realities.

MarketLauncher has worked with a number of professional service and technology companies with a variety of objectives:

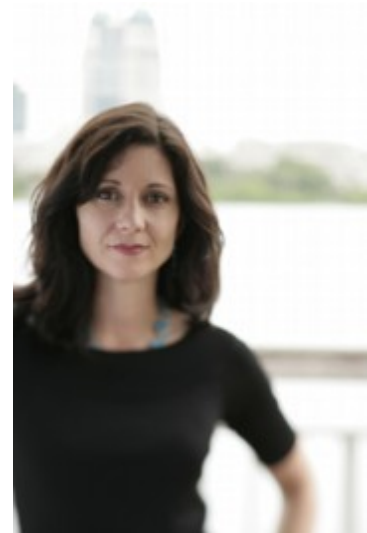
- Accelerating consistent lead flow
- Determining which verticals are most viable for the client's offering
- Evaluating market readiness for new offerings
- Measuring awareness, competitive threats and satisfaction with current offerings

Oftentimes an ML program will incorporate all of the above for a comprehensive market development process designed to increase lead flow while simultaneously capturing key market intelligence that can aid in strategic marketing and sales decisions.

ML specializes in working with professional service organizations requiring a knowledge-based, consultative sales approach targeting a sophisticated buyer. ML has established a solid niche working in the following industries:

- Architectural & engineering design consulting
- Management consulting
- Performance-improvement consulting and training
- Information technology consulting
- Workflow software solution providers

What all of these industries have in common is that their services are primarily sold through a process that targets a high-level decision maker for which a needs assessment initially defines them as a prospect. In most of ML's client companies, the business development effort is driven by a key principal



"ML is a place where smart, talented professionals get a chance to use their skills to impact the growth strategy of a wide variety of companies."

Lara Triozzi
President & Founder

or knowledge-based executive and ML's programs are designed to leverage those individuals by focusing their time on pre-qualified prospects.

THE VIRTUAL ENVIRONMENT

MarketLauncher has created a unique environment for our firm. There is no physical location, all Associates work from their own home-based office.

Equipped with phone line, high speed internet and remote access to a shared server environment, team members are able to work effectively together on assigned accounts. Meetings are held via conference call, and email/telephone is used extensively to communicate and disseminate information. Through email and Instant Messenger, team members are able to share objectives, brainstorm ideas, ask for help or feedback (and engage in the occasional water cooler chit chat you'd find in any other office).

To promote a positive working environment, we recognize that we must create opportunities for Associates to get to know each other and to feel connected to the team. As such, we have developed various tools to promote interaction:

- Each team member receives an orientation packet which serves as a guide for working in our environment. The packet contains information helpful to getting started in the job as well as tools relevant to his/her position, the firm's policies and procedures, team contact information, etc.
- A quarterly newsletter keeps all team members apprised of the firm's overall performance and shares announcements, success stories and other information relevant to the firm.
- Monthly conference calls are held for each account team as an opportunity to report results, ask questions, fine-tune objectives and generally "check in" with other members of the team working on the same accounts.
- An "All Team" conference call is held once per month with a focus on sharing best practices and receiving updates on the overall performance of the firm.
- An "All Team" in-person meeting is held once per year at a centralized location. All employees of the firm are required to attend and contract consultants are invited as well.



"ML's virtual environment let's career-oriented professionals do meaningful work in a more flexible setting."

Tricia Washington
Executive VP/Partner

We consider our virtual "office" a competitive advantage. We are able to apply a high level of talent to our programs and we are consistently told by clients who have used other firms that the quality of our work far surpasses their experience with any of our competitors. As a result, our firm is able to maintain a focus on quality over quantity when it comes to delivering our account programs.

Many of our consultants are individuals who have left the corporate world and were looking for an opportunity to continue to use and hone their professional skills but wanted the flexibility of a part-time, consulting position. As a result, our clients benefit from high-level talent that is not cost-prohibitive because they are only paying for a portion of the individual's time resulting in a win/win/win for the team members, our firm and our clients.

EXAMPLES OF PAST PROJECTS

New Product Launch

In 2004, ML began working with a government, risk and compliance solutions provider on the launch of their offering designed to help publicly-held companies achieve compliance with the new Sarbanes Oxley regulation. The client wanted to maximize sales by quickly driving awareness and generating new business leads among a significant portion of the market who were going to be impacted by the new regulation and did not have an adequate solution already in place.

In addition to exploiting the window of opportunity by booking sales appointments, the client also looked to ML to provide an overview of the full market potential over time. This included gathering critical pieces of information gleaned from the market which could be used to guide the overall sales strategy. Some of those critical pieces of information included:

- Competitive landscape
- Decision-making structure within each organization
- Timing & budget issues
- Any dissatisfaction with current solution
- Response rates as they varied by geography, industry vertical and company size

Over a two-year period, ML secured appointments with 60% of the client's target market and generated quarterly reports which summarized key indicators from the market intelligence gathered from repeated contact with the target audience

Market Assessment and Development

ML works with a leading supplier of commodities management software, systems and services. The client provides integrated front-, middle-, and back-office solutions to traders, trading management, purchasing and IT offices at major oil companies, investment banks, shipping concerns, energy companies, utilities and other trading organizations around the world.

ML and the client engaged in a pilot program in 2004 targeting soft commodities. After the pilot program the campaign/strategy evolved to target major soft commodities and energy/oil/gas companies on an international basis.

In addition to ongoing lead-generation, ML worked with the client on a number of key events targeting energy/gas/oil markets around the world. This prior work demonstrates ML's ability to grasp high-level, technical concepts and communicate with target market decision makers regarding technology-based solutions in the utility/energy/oil/gas arena.

Lead-Generation / Sales Acceleration

ML has implemented several programs designed specifically to increase lead flow.

Some examples:

- **A leader in database consolidation technology:** ML booked 24 sales appointments over a 6-month time frame with prospective buyers at the C- or Director level in IT among the Fortune 1000.
- **A leading provider of compliance and workflow solutions for the banking industry:** Over a nine-month period ML secured 40 appointments with high level decision makers at small to mid-size banks.

- **A venture funded software analytics and intelligence company:** ML booked 120 new business meetings with Marketing and Communication VP-level Fortune 1000 executives over a six month period.
- **An e-Learning and simulation-based training provider:** Targeting high-level decision makers at Fortune 1000 companies nationwide, ML works to pre-qualify targets based on specific selection criteria and convert a portion to immediate and future sales opportunities. ML has been able to help the client increase market share, increase their brand awareness and shorten the sales cycle. To date, ML has converted over 25% of the desired targets into sales opportunities.
- **An integrated system designed exclusively for the window and door manufacturing industry:** Promoting the client’s solution which is designed to improve operating efficiency, production scheduling, inventory management and automated order entry for a dealer network, ML consistently works a prospect pipeline within this niche industry. Through timely contact, ML’s program allows the client to introduce their offering to prospective clients and ensure fewer missed opportunities when prospects are ready to review solutions.

MARKETLAUNCHER TEAM POSITIONS

Each client of the firm is assigned a team made up of some combination of the positions listed below. Each team member serves in their designated position on multiple account teams.

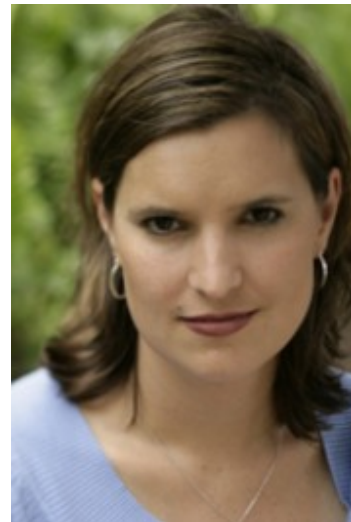
PROJECT MANAGER – CLIENT LIAISON

Responsible for maintaining communication with the client’s “field” staff – generally this will mean a team of sales executives from the client company who are benefiting directly from a MarketLauncher lead generation program. Client Liaison maintains consistent contact to ensure calendars are synchronized, ensure sales executives have all the information needed for each sales call and solicits feedback on the outcome of each sales call to be used in client reports and to help improve MarketLauncher team performance.

The ideal candidate for this position: Has a strong customer service orientation. Is passionate about playing a role in helping others achieve their goals. Prior experience working within and developing an understanding of sales concepts and the various stages of the consultative sales process.

Experience and skills:

- Sales, or high-level sales support experience
- Excellent communication skills – written and verbal. Particularly effective communicating by phone
- Highly responsive nature – able to track down information and maintain a sense of urgency to meet client needs
- Applicant should be organized and analytical and able to juggle multiple accounts, goals and objectives
- Able to manage client expectations and pro-actively solicit feedback
- Able to think out of the box, and creatively get the job done



“I’ve always said I want to be paid for my talent, not for my time. Fortunately, ML shares that philosophy.”

Mary White
Project Manager

- Able to work independently and set priorities appropriately to achieve specific goals
- Computer skills a must. Proficient in Word, Excel and Outlook. Prior experience with contact management software a plus
- Applicant should have some exposure to a virtual, telecommuting environment and thrive in a goal-oriented environment

Full-time, salaried position. Competitive compensation package to commensurate with experience. Full benefits package.

PROJECT MANAGER – RESEARCH/DATA ANALYSIS

Responsible for the back-end maintenance of account programs. This includes database development and maintenance in ACT contact management software. Conducts preliminary data analysis by compiling key data points to be integrated into client reports. Also conducts research for data needed in initial stages of program development. Oversees other research projects implemented to identify companies and contacts that meet client specified criteria for program implementation.

The ideal candidate for this position: Is highly organized and very detail oriented. Enjoys structured assignments with clearly defined objectives. Enjoys finding the “faster or better” way to accomplish a task. This person must be the type to take pride in a job well done and recognize that their efforts directly impact the performance of the entire team.

Experience and skills:

- Strong computer skills – proficient in Word, Excel and Outlook. Experience with ACT contact manager, including database development and customization, a definite plus
- Able to work well independently – managing multiple projects with converging deadlines
- Applicant should have demonstrated analytical ability – experience processing data to form a conclusion
- Able to aggressively pursue information that is critical to a project’s success
- Able to think out of the box, and creatively get the job done
- Applicant should have some exposure to a virtual, telecommuting environment and thrive in a goal-oriented environment



“I love knowing that I can stay focused on my career without having to miss my son’s soccer games.”

**Kelli Walsh
Project Manager**

Full-time, salaried position. Competitive compensation package to commensurate with experience. Full benefits package.

SALES SPECIALISTS

Working on a part-time consulting basis, our Sales Specialists initiate the sales process on behalf of our clients by placing needs-assessment calls to a pre-defined list of potential prospects. Their job includes identifying appropriate decision makers, pre-qualifying by collecting information on needs and level of interest, setting appointment with prospects representing a potential sales opportunity for the client.

The ideal candidate for this position: Enjoys turning a “no” into a “yes”, enjoys using powers of persuasion and is motivated by “closing” the deal. Able to handle the pressure of delivering consistent monthly outcomes to keep the client’s sales pipeline active. Able to convey confidence and be “quick on their feet”. Able to absorb critical information about an industry to which they’ve had no prior exposure and translate that to the ability to appear knowledgeable when communicating with potential prospects. Ideal candidates will enjoy the aspect of the job that requires learning about new businesses and will gain satisfaction from mastering a new challenge and succeeding at hitting the pre-determined objectives on an account program.



Experience and skills:

- Sales experience a definite plus. Particularly in an environment requiring a consultative sales style, targeting mid-to-high level executives – ideally working in a corporate business-to-business environment. Top candidates will have demonstrated a successful track record at prospecting and needs assessment. Minimum of 7 years experience
- Excellent communication skills – written and verbal. Particularly effective communicating by phone
- Applicant should be organized and able to juggle multiple accounts, goals and objectives
- Able to think out of the box, and creatively get the job done
- Able to work independently and set priorities appropriately to achieve specific goals
- Computer skills a must. Proficient in Word, Excel and Outlook. Prior experience with contact management software a plus
- Applicant should have some exposure to a virtual, telecommuting environment and thrive in a goal-oriented environment

“When I first had children I thought I’d have to give up my rewarding but demanding career if I wanted to be an involved parent. I’m glad I was wrong. ML lets me keep my skills current while giving me the flexibility I never had when I was working on the road.”

Stephanie Kargel
Sales Specialist

Part-time, consultant position. Typically 15-hours/week. Competitive hourly rates ranging from \$20 - \$25/hour - additional performance-based bonuses.

OUTBOUND MARKETING & RESEARCH SPECIALISTS

Conducts the first phase of many of the firm's account programs. This involves researching target companies to identify the ones that meet specific parameters for an assigned project, placing calls to target companies to identify appropriate decision makers and other key influencers within the organization, capturing data that will be used to help refine a database of prospects to be pursued by Sales Specialists. Also includes conducting in-depth interviews with target decision makers in a specified niche to capture data for market analysis as well as identifying appropriate target prospects for the client to pursue.

The ideal candidate for this position: Enjoys initiating the early stages of the sales process. Needs to be naturally curious and able to continue following a path until the answer becomes clear; needs to be able to try various methods to find the best and quickest route to the information needed; needs to have excellent communication skills and be able to converse and then win over various gatekeepers involved in permitting access to the decision maker. Also needs to be able to appear knowledgeable when talking to decision makers and therefore must be willing to learn about new industries and gain a working knowledge of the necessary terminology. Requires patience, persistence, tact and diplomacy.



Experience and skills:

- Sales, or high-level sales support experience a plus - ideally working in a corporate business-to-business environment. Minimum 5 years experience. Minimum 5 years experience
- Excellent communication skills – written and verbal. Particularly effective communicating by phone
- Applicant should be organized and analytical and able to juggle multiple accounts, goals and objectives
- Past experience with aggressively pursuing information that is critical to the project's success
- Able to think out of the box, and creatively get the job done
- Able to work independently and set priorities appropriately to achieve specific goals
- Computer skills a must. Proficient in Word, Excel and Outlook. Prior experience with contact management software a plus
- Applicant should have some exposure to a virtual, telecommuting environment and thrive in a goal-oriented environment

“I’m the kind of person who always needs a new challenge. ML gives me a chance to focus my skills on a variety of industries which keeps me interested and motivated.”

Barbara Stewart
**Outbound Marketing/
 Executive Interviewer**

Part-time, consultant position. Typically 10 to 15-hours/week. Competitive hourly rates ranging from \$15 - \$20/hour - additional performance-based bonuses.

MARKETLAUNCHER TEAM BIOS

Lara Triozzi, Founder and President

As President and Founder of MarketLauncher, Inc., Lara Triozzi offers 16 years of business-to-business marketing experience. Working primarily in start-up and fast-growth ventures, Lara brings a wealth of knowledge on strategies to identify new business opportunities and structure programs to maximize the sales process.



Lara spent five years working with Inc. magazine to launch the Inc. Eagles CEO peer group program in seven cities where she successfully structured a sales process designed to introduce an intangible product to a sophisticated buyer.

Prior to joining Inc., Lara spent three years in the field of advertising on both the agency and client side. Working in all facets of the business, Lara held positions responsible for creative development, account management, copywriting, statistical analysis and media and print buying.

Lara has also served as the Director of New Media for Ivanhoe Broadcast News, a leading provider of health news to broadcast network affiliates. Lara was brought in to help the organization launch it's Internet initiative to coincide with it's long-standing broadcast business.

In May 2001, Lara founded MarketLauncher, Inc. By combining her prior experience in advertising, marketing and strategic business development, Lara designed the firm to specialize in helping businesses achieve sales growth through market development programs that accelerate the sales process and help clients establish a predictable model for growth.

Tricia Washington, Executive Vice President/Partner

Tricia Washington has over 14 years experience in business-to-business marketing for various mid-size companies in a number of professional service industries including executive education, consulting, legal, real estate, publishing, financial, media/communications, government/public sector and market research.



Tricia's background includes serving as the Director of Marketing for Delahaye Medialink and as a marketing consultant for Millward Brown Precise. In both positions, Tricia demonstrated an ability to create a consultative business development strategy to target high level decision makers at Fortune 500 companies, creating new business opportunities for the sales teams. Prior to her work with these leading media analysis providers, Tricia worked as the Director of Marketing for Inc. magazine's Eagles CEO peer group program, rolling out the marketing campaign on a national basis. Tricia began her career at the public relations firm of Makovsky & Company in New York, NY.

Over her 14 years as a Marketing professional, Tricia has been responsible for almost every form of marketing communications planning and execution including branding, product positioning, media relations, product development, e-Marketing, advertising, events and direct marketing. As the Executive Vice President at MarketLauncher, Tricia is responsible for developing integrated business development programs to impact client companies and solve their marketing and business issues with positive results.

Tricia joined MarketLauncher in November 2001 and is responsible for overseeing operations, which includes developing strategies and programs that impact MarketLauncher client company's growth, in addition to managing account teams and execution.

Kelli Walsh, Project Manager

Kelli's background is in the high-end retail industry, where she spent five years with *By George* in Austin, Texas. Kelli was responsible for evaluating routine, seasonal, periodic and promotional product demand in order to forecast and identify trends. Kelli also negotiated with vendors, was responsible for strategic merchandising decisions and handled all aspects of marketing for the company.



With her extensive research *experience*, *Kelli* has the ability to greatly enhance our client's positioning through the identification of decision makers, competitor information and market trends. As a Project Manager at MarketLauncher, Kelli is responsible for database management, DMID processes, managing communication support campaigns and data analysis for client updates/reports.

Priscilla Burdette, Project Manager

With more than 15 years of experience in sales, account management, and recruitment, Priscilla brings an expertise in the area of information technology to her position with MarketLauncher.



Priscilla, a graduate of Penn State University, began her career with Shared Medical Systems as an Installation Director, and later joined Methodist Hospitals of Dallas as a systems analyst. She went on to enjoy success taking on IT-related positions in many sectors, including the retail, financial and hospitality industries.

She also spent several years providing recruitment and account management for technology clients, *and* successfully placed more than 200 individuals into permanent positions. Career highlights include helping a start-up contract firm grow from 0-40 contractors on billing – generating over \$3 million in annual revenue – and consistently meeting and exceeding quota goals in each role she has assumed.

Mary White, Project Manager

For more than a decade, Mary White sharpened her skills producing and reporting for leading news sources. In 2004, she worked with the National Terrorism Prepared Institute on videos to educate law enforcement. Additionally, she dug her entrepreneurial heels in to start a company that sells insoles to the consumer market.



Her ability to build rapport with people and ferret out information is a great asset to clients of MarketLauncher. Mary is able to utilize her extensive investigative reporting skills to impact client programs through outbound marketing message communication and decision maker identification. As a result of Mary's skills, our clients are able to understand the full picture and landscape of the decision making process at Fortune 1000 companies in a multitude of industries.

In her role as Project Manager for MarketLauncher, Mary utilizes these skills to expertly direct all aspects of client account programs. Her responsibilities include coordinating appointment calendars, managing communications with potential customers, and acting as a liaison between clients and the account team.

Katey Flores, Research / Communication Specialist

Katey Flores has a background in education. She taught in the public school system for eight years and is in the process of completing a Masters degree in Early Childhood Education. She also ran her own home-based business for eight years providing childcare for working parents. It's a business that takes top notch time management and organizational skills. Katey uses these skills in her position at MarketLauncher by contributing to our early stage research efforts that includes identifying target market companies and then decision makers/influencers via secondary research methods.



Stephanie Kargel, Sales Specialist

Stephanie Kargel has 13 years of professional consultative sales and management experience in the service sector. She started her career as a CPA working for Deloitte & Touche. Her primary clients were in manufacturing, advertising and publishing.



After 2 years at Deloitte, Stephanie joined Robert Half International. She started as a sales and staffing specialist and earned recognition as a top 1% producer for RHI worldwide. She then opened a new office in the Chicago area for the company. Its revenue grew from \$0 to \$5 million in 14 months. It exceeded budgeted growth by 100%. Her last assignment with Robert Half was as an area manager for 3 offices, which supported 4 independent business units and employed approximately 50 professionals. She was transferred to perform a turnaround. Revenue grew by 88% to a \$30 million run rate while gross margin grew by 100% and net income by 78%.

Stephanie’s career, which has been spent in public accounting, professional sales and sales management, has been spent working with start-up firms to Fortune 500 companies and the high level decision makers within those organizations.

Joanne Strobert, Sales Specialist

Prior to joining MarketLauncher, Joanne Strobert had managed her own marketing communications consulting business for 18 years. Joanne’s client list included representation from a multitude of industries including financial services, insurance and professional services. Joanne worked with these organizations to develop business development strategies including shaping company positioning, capitalizing on key messages and developing corporate collateral including brochures, training manuals and consultative sales materials.



Prior to running her own business, Joanne worked in the public relations and advertising industry with Liberty Productions and The Neiman Group. Joanne’s responsibilities included media placement, public relations, account management and production.

Susan Laughlin-Rotondo, Sales Specialist

With more than 16 years of experience in sales, marketing, and finance, Susan Laughlin-Rotondo brings a wealth of knowledge to her position as Sales Specialist with MarketLauncher.

A graduate of the University of Texas – Austin, Susan began her career in finance with United Distillers (formerly Guinness America). After earning her MBA in Marketing and Corporate Strategy, she held various marketing and sales roles. These include Northeastern Regional Sales Manager for Lucent’s Open Networking Division, as well as selling IBM and Sun Microsystems equipment for a business partner. Susan is also well-versed in market analysis and commercial marketing, and has direct experience working in fast-growth, start-up organizations.

Karen Archer, Sales Specialist

With more than 10 years of progressive experience in strategic marketing, business development, sales forecasting and marketing, Karen Archer joins MarketLauncher as a Sales Specialist.

Throughout her career – which has included roles with Staff-Pros, SeaLand Service and US Lines, Inc.– Karen has developed an expertise in the manufacturing, transportation and shipping industries. She has had success managing key account relationships and service contracts in multiple markets and industry verticals.

Gretchen Bruce, Sales Specialist

Gretchen Bruce joined MarketLauncher with more than 10 years of experience in business development and account management, with a focus on the high-tech industry.

Most recently, she spent four years with Amazon.com, where she served as a key contributor to the development and expansion of the company's third party e-commerce platform and new category launches; in her previous position, Gretchen's concentration was on growing Amazon's business-to-business client base. During her tenure, she received the "top sales" award for the corporate accounts sales team and the Amazon Spirit Award.

Previously, she also served as a group sales manager for Harbor Resorts in Seattle, developed and expanded new territory for several other companies in the Northwest, and was with Microsoft for seven years. Gretchen brings her proven track record to MarketLauncher to take on the role of Sales Specialist.

Meet Pat Zagers, Outbound Marketing Specialist

Pat's ability to relate *to and* communicate with a diverse group of people has helped her achieve tremendous personal and professional success.. Her power of persuasion was a main factor for her meteoric rise as a Mary Kay Beauty Consultant, achieving Director-level status within her first two years. Pat's ability to motivate and mentor as many as 70 consultants at one time helped propel her to the top 2% of all Mary Kay producers.



Pat's talent for relating to a wide variety of people, her effective communication skills, and her drive to achieve contribute to her success as an Outbound Marketing Specialist. She has mastered the subtle nuances needed to communicate effectively via the phone and electronically. These attributes help Pat effectively convey our clients' sales messages and aid in the decision-maker identification process.

Meet Elizabeth Cotter, Outbound Marketing Specialist

With a background that includes more than nine years of business-to-business sales experience, Beth has enjoyed success working with clients from a wide array of industries. Most recently, she worked in market research and business development for Burning Sky Solutions, a software systems and design firm. She also spent six years as a leading salesperson with Films Inc., marketing business training programs to government, education, healthcare and business accounts.

In addition to her professional efforts, Beth is involved with many worthwhile non-profit organizations through fund-raising and volunteer work, lending her talents to groups such as the Infant Welfare Society of Chicago.

Beth is a graduate of Saint Mary's College in Indiana.

Tony Norton, Outbound Marketing Specialist

Tony Norton has spent more than 12 years marketing a vast array of products and services. This has provided him with a wealth of sales, marketing and operations experience, culminating in successful marketing programs, increased sales and brand awareness for his clients.

Tony's communication and strong customer service skills are the catalyst that led him to become a successful leader in sales and marketing organizations nationwide. Prior experience includes GFG, Inc., where he was responsible for managing a national sales force, overseeing business development with the National Football League and Major League Baseball organizations, and increasing product sales 100% over three years.

A highly effective negotiator with the ability to thoroughly grasp the sales process and find solutions to fit client needs, Tony soared to high levels in the telecommunications and advertising sectors during his tenure at Dex Media.

Tony's ability to utilize persuasive communication skills – via a multitude of tools – allows him to drive sales and marketing campaigns for MarketLauncher clients.

Carrie Lueneburg, Outbound Marketing Specialist

Prior to joining MarketLauncher, Outbound Marketing Specialist Carrie Lueneburg spent more than eleven years in the pharmaceutical sales industry, including working for industry leader GlaxoSmithKline for six years.

A consistent President's Club Award winner – in recognition for being among the top 10 percent of the sales force – Carrie also counted client and new representative training among her responsibilities. In addition, she is experienced in marketing and convention team coordination.

Carrie graduated with Special Honors from the University of Texas at Austin.

Carrie's extensive background in the healthcare/pharmaceutical industry is a tremendous asset to those MarketLauncher clients aiming to reach the medical sector.

Elizabeth Buchanan McCarthy, Research Specialist/Writer

As a television news producer by trade, Elizabeth Buchanan McCarthy brings a wealth of diverse experience to the MarketLauncher team. During nine years with Ivanhoe Broadcast News, a leading news service provider, Elizabeth worked her way up the ranks from Assistant to Executive Producer. Elizabeth's duties sent her traveling throughout the United States as well as France, England, Austria and Peru.

At MarketLauncher, Elizabeth's finely honed ability to dig for information and interpret its true meaning gives her a unique perspective on our client's market research programs.

To apply for a position . . .

Please send a detailed and customized cover letter along with a copy of your resume to:
work@marketlauncher.com