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## **EXCEL IN MARKETING SELECTED FOR PROJECT MANAGER PLACEMENT WITH BLUE SHIELD OF CALIFORNIA**

**Orinda, CA** – The Orinda-based marketing firm Excel in Marketing LLC has been awarded a contract by Blue Shield of California to provide its commercial business unit with two project managers for the term of one year, that will result in over \$240,000 in revenue for the young firm.

One senior level contractor will be responsible for managing a team of six collateral production managers that produce over 3,000 pieces of collateral twice a year. This project manager will also be responsible for acting as the lead on a large cross-functional collateral rationalization project which hopes to save the company over \$400k a year in print production costs, and over \$500k a year in inventory management.

The second project manager will manage a multitude of collateral development projects for the corporation. These project management positions require skills in desktop design, copywriting, proofreading, publishing processes, and production schedule management. Working with many other groups throughout the company, Excel in Marketing project managers are required to participate in numerous daily meetings, provide sound input and exhibit professional diplomacy in mitigating with multiple stakeholders with competing interests.

“Our department was faced with a Collateral Manager out on leave for six months,” said Eva Chang, Marketing Director, Blue Shield of California. Excel in Marketing provided experienced staff to manage the department, and provided a project manager to work on key projects that significantly impacted our bottom line. “We provide a cost-effective solution to help manage the volume of projects large companies have on the table. As well-qualified professionals, we can help tremendously by eliminating the burden of recruiting, hiring and laying off full-time personnel, said Owner of Excel in Marketing, Christine Temple-Wolfe.

Excel in Marketing provides experienced, focused experts to help define direction and meet business-critical objectives. As the priorities shift, marketing expertise is brought in on an “as needed” basis.

“Many organizations are finding that outsourcing is an essential aspect to any overall business strategy,” said Temple-Wolfe. “Choosing a skilled marketing expert can allow you to fast-track your priorities and ensure that you have the talent necessary to meet your goals and objectives on time, within budget.”

Balancing marketing requirements with workload and staff skills is a constant challenge. Sometimes you need a fresh, objective perspective; expertise that can bring innovative ideas that can help overcome obstacles and help lead your organization in a productive new direction. Many times in-house staff are so closely tied to the product or service that they miss important opportunities.

According to Temple-Wolfe, “I have seen tremendous interest from large and small companies. We are filling a critical need in today’s economy for experienced marketing professionals on a short-term basis. Our services are geared towards many industries and organizations – be it large or small. We provide high value and measurable results at an affordable rate.”

Too often, many small companies can’t afford the high cost of agencies, which can range from \$10,000 to \$80,000 a month retaining fees. Nor can they afford a marketing executive, which in the Bay Area ranges from \$150,000 to \$200,000 a year plus benefit packages. Excel in Marketing aims to meet the needs of those small companies that desperately need high value production to increase their business. We work closely with our clients to structure an affordable price schedule that works best for them.

The consultants at Excel in Marketing are marketing professionals with more than a century of experience in diverse marketing functions. They have extensive experience in market research, strategic market planning, branding, promotion, direct marketing campaigns, project management, and much more. As a virtual team, it helps to keep expenses down, as well as provide clients more flexibility and higher value. Our consultants seamlessly operate as an extension of your team and help to ensure that your organization’s most immediate needs and priorities are fulfilled.

For more information, please contact Christine Temple-Wolfe at (925)876-7191 to schedule a free consultation or visit the Excel in Marketing website at: [www.excelinmarketing.com](http://www.excelinmarketing.com)

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