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## **CHRISTINE TEMPLE-WOLFE ELECTED TO NO. CALIFORNIA IMC BOARD OF DIRECTORS**

Orinda, CA – Christine Temple-Wolfe, founder and senior partner of the Orinda-based firm Excel in Marketing LLC, has been elected to the Board of Directors of the Institute of Management Consultants (IMC) Northern California Chapter.

As the newly-elected marketing director, Temple-Wolfe will be working with other marketing committee chairpersons to establish best practices, a marketing infrastructure on which to grow the organization, and developing sound marketing strategies to improve the visibility of the professional consulting organization.

"Our first objective is to audit existing collateral materials, including the IMC website, to find areas in which we can improve customer and member-facing messaging," said Temple-Wolfe. "We will conduct market research on other organizational best practices and review competitive alternatives. With that groundwork completed, the elected leadership will work together to set a strategy that maps to the organization's vision and mission."

The Northern California Chapter of the IMC is the largest chapter of the 25 U.S. chapters, and has more than 200 members. Founded in 1968, IMC members specialize in all management consulting areas including marketing, finance, human resources, logistics, manufacturing, purchasing, research, and technology. Their expertise extends across all industries, domestic and international.

"We've recently partnered with consulting giant American Management Association (AMA)," said Temple-Wolfe. "This partnership will enable us to broaden our efforts reach to independent consultants and consulting top ten firms. The IMC provides programs helping consultants start and grow their business practices and provides professional development courses and certification. The IMC holds social events that build camaraderie and emotional support to all in the profession."

The Northern California Chapter provides regular monthly educational and networking programs in the form of a regional Chapter meeting and local educational breakfast meetings held in a number of cities throughout the Bay Area. The Chapter's monthly meetings are held on the second Monday of the month from September through June. Upcoming meeting topics can be found on the local chapter website at: [www.imcnorcal.org/upcomingevents.htm](http://www.imcnorcal.org/upcomingevents.htm).

Temple-Wolfe owns and operates Excel in Marketing LLC, a team of marketing professionals with more than a century of combined experience in diverse marketing functions. They have extensive experience in marketing operations design, strategic market planning, branding, promotion, direct marketing campaigns, project management, and much more. The consultants seamlessly operate as an extension of their client's staff and help to keep overhead low by coming in only when needed.

Many small companies can't afford the high cost of agencies, which can have fees that range from \$10,000 to \$80,000 a month. Nor can they afford to hire an experienced marketing executive, which in the Bay Area can cost from \$150,000 to \$200,000 a year plus benefit package. Excel in Marketing meets the needs of small companies that need high-value talent to build their business, at prices they can afford.

For more information, please contact Christine Temple-Wolfe at (888) 273-3384 to schedule a free consultation, or visit the Excel in Marketing website at: [www.excelinmarketing.com](http://www.excelinmarketing.com)

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