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### **Wells Fargo Selects Excel in Marketing Executive for Business Loan/Term Loan Strategic Planning**

Orinda, CA – Christine Temple-Wolfe, founder and senior partner of the Orinda-based firm Excel in Marketing, has been recruited as a strategic consultant by Wells Fargo for Business Loan Term Loan planning.

Temple-Wolfe has been contracted to complete a competitive strategic plan for 2007 to provide vision that would increase market share for the new Business Term Loan product line within the Business Direct Division of Wells Fargo.

Completing a competitive overview, collateral audit and website audit, Temple-Wolfe will be tasked with identifying best practices for differentiating the product and service suite for small businesses, outlining proven tactics in online search engine optimization, direct mail, list selection and targeting, messaging and integrated tools and tactics.

Working with many functional areas of the Business Direct Division, Temple-Wolfe must outline a successful strategy with the understanding of the technological challenges faced by Wells Fargo's online system and staffing.

“Resources are strained at Wells Fargo, both in strategic direction and execution. So this is an ideal opportunity to objectively provide insight to their current practices and identify gaps in performance that can be improved upon in 2007,” said Temple-Wolfe.

“This is my third engagement with Wells Fargo. They have a bright, youthful team that possess an extraordinary work ethic. Unfortunately, there are more initiatives, or opportunities for change than the staff can manage to. So as a consultant with a deep understanding of their cultural norms, processes and systems, I can come in to tackle issues with trained expertise and act as an extension of the organization for a limited time period,” she continued.

#### **About Excel in Marketing**

Excel in Marketing is a team of marketing professionals with more than a century of combined 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. The consultants seamlessly operate as an extension of their client's staff and help to keep overhead low by coming in only when needed.

For more information, please contact Christine Temple-Wolfe at (888) 273-1045 to schedule a free consultation, or visit the Excel in Marketing website at: [www.excelinmarketing.com](http://www.excelinmarketing.com)

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