

Business Woman of the Year Finalist Launches New Consulting Business Specializing in Information Technology Companies

Kathy Perry a recent finalist in the 2006 Tampa Bay Business Journal Business Woman of the Year Awards, announced today that she has launched a new Sales and Marketing Consulting Business. It will assist businesses in aligning their corporate sales and marketing initiatives to meet their overall corporate objectives.

For Immediate Release:

Tampa, Florida/PRWEB/October 8, 2006: Kathy Perry was recently named a Finalist in the 2006 Tampa Bay Business Journal Business Woman of the Year Awards in the Business Services Category and has now decided to throw her hat into the business consulting ring. In response to all the interest that was generated through the positive input and media she received, Kathy has announced today that she has launched a new Sales and Marketing Consulting Business. Her mission will be to assist business owners in aligning their corporate sales and marketing initiatives to meet their overall corporate objectives.

Companies that are not in alignment often have challenges in various parts of their business. According to Kathy, the Top 5 Reasons to Align all Corporate Sales and Marketing Initiatives are: 1) image, 2) sustainability, 3) customers, 4) community and 5) employees. And to stay competitive in the business world today, sales and marketing departments are being forced to evolve...from departments that have done things the same way for years and years.

Kathy's consulting services are provided to assist business owners in the transformation of their businesses to become more proactive in educating prospective clients of their value proposition.

With over 20 years as a sales and marketing professional, Kathy brings her expertise and experience into your organization to provide an independent view of your business. Her vast experience in the technology sector will be a value-add when offering services to information technology companies and technology consulting firms. She also has a special passion to work with women-owned businesses.

"I am excited about being able to provide valuable insight to my clients on optimizing their sales and marketing efforts and aligning their corporate initiatives," said Kathy Perry. "Someone looking in from the outside always sees things that are not visible from within."

Today businesses are inundated with every type of media, (phone calls, emails, voicemail, meetings, webinars, web demos, tele-seminars, tele-conferences, video

conferences, direct mail, newsletter, etc.) and time has become an even more precious commodity to business owners than ever before.

Kathy Perry states, “People have become overwhelmed and are numb to the traditional sales and marketing messaging. To gain your prospect’s attention, business owners must constantly be looking for new ways to reach your target market and come up with new communication methodologies to impact them.”

Understanding this need, Kathy is entering the world of consulting to help her clients discover new communication methodologies that will set them apart as innovative leaders in their industry.

Kathy is also the founder of www.PeakPerformanceWomen.com, an online mentoring resource for women in achieving Peak Performance in various areas of their lives with a focus on enhancing body, mind and spirit. She shares her knowledge and experience through motivational and educational seminars at various business and civic organizations. Kathy leads multiple MasterMind groups in the Greater Tampa Bay area and is passionate about mentoring women and helping her clients achieve success.

She has held several executive level positions including, VP of Sales & Marketing with an information technology company with biometric-enabled applications, VP of Sales & Marketing with a network security software company, Senior Partner with a full-service marketing services company, Senior Vice President of a CRM software company and Director of Corporate Resources for a marketing automation software company. Kathy has been working in the Tampa Bay area since 1985.

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