



Name: Betty Moore, Founder
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Products/Services

Betty provides clients with the following services:

- Executive team brainstorming to align vision, achieve consensus on key opportunities and obstacles, and create a short-term action plan;
- Marketing strategies to increase revenues and competitive advantage;
- Team decision facilitation;
- Creation of clear and powerful messaging strategies;
- Branding strategies and new brand implementation; and
- Building of marketing tools such as annual reports, corporate brochures, websites, PowerPoint decks, ads and other collateral.

She is a subject-matter expert in branding and a globally published author on the subject of technology marketing.

Professional Background

As a seasoned executive with over 25 years of experience, Betty has worked for several years with both management and marketing staff in the high-tech and government arenas, addressing an increasingly broad array of issues such as focusing of key opportunities, product/service marketability, competitive strength and resilience, charting of new concepts, focusing the efforts of engineering teams, risk identification and mitigation, alliance strategies, profitability, valuation strategies, recommending and assisting successful turnaround efforts, marketing and advertising planning, building creative collateral materials, and team orchestration.

Some of her proudest achievements include two successful turnarounds. In one case, she reversed a 7-year decline in revenues for a manufacturing firm, and gained 10%, 20% and 40% revenue increases in the three years after she first started working with the client. For another company, she directed a brand shift to reposition the company from being a software tools vendor to a leader in an emerging business space, supporting growth for the company's products from \$4M to \$450M in the subsequent years.

She likes a good laugh, is results oriented, and enjoys learning and mentoring in a highly charged team environment. She performs best in organizations that are ready for change and/or aggressive growth.