

Overview

The Experts Bench, Inc., founded in 2002 by Jodi Bailey Gill, is one of the industry leaders in providing highly skilled interim marketing experts to the Global500. The company focuses on the Hi-Tech/Telcom and CPG marketing-intensive industries, with a deep understanding of the clients' environment. These marketing engagements empower F500 companies to execute superior marketing performance quickly and with the necessary functional or industry expertise. The Experts Bench enables clients to manage the momentum of simultaneous project workloads, ultimately maximizing overhead.

Consultant Marketing Engagements

The Experts Bench hires expert consultants as W-2 employees to work on-site with the client for specific engagements. The critical marketing functions include Channel Marketing, Corporate Communications, Program Management, Product Management, Research and Analytics, Event, Web Marketing, and Public Relations.

Managed Vendor Program for Marketing

The Managed Vendor Program (MVP) is a centralized Contractor Supplier Optimization & Consolidation program. It aggregates Strategic Resource Planning, Procurement, Billing and Payables for vendor management. The MVP reduces organizations' total spend, increases efficiencies, and promotes productivity for the company's management staff.

Deliverables

The Experts Bench also provides clients with consulting deliverables. These consulting projects can include scoping of objectives, assessment of methodology, best practice benchmarking, competitive positioning, white space analysis, etc. These engagements are executed by recognized industry or function leaders, are shorter term in nature, and result in an actionable deliverable.

