

FOR IMMEDIATE RELEASE
June 18, 2019

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VisionEdge Marketing Attributes Longevity to its Focus on Customer Success and Expertise in Marketing Performance Management

AUSTIN, TX – June 18th, 2019. Marketers have been feeling the pressure to deliver more accountability and business results. Over the last 20 years, [VisionEdge Marketing](#) (VEM) has thrived by helping its worldwide customers ranging from early stage to Fortune 500 companies improve their effectiveness to accelerate growth, create customer value, and prove Marketing's contribution to the business.

"We've been tapping VisionEdge Marketing's expertise in customer and market research, customer success, and competitive intelligence since 2000. It's been a collaborative productive relationship. The result of the work and the long-time relationship will continue to play an important role in our company's steady growth," said Bruce Butler, president, ETS-Lindgren.

VisionEdge Marketing, established in 1999, remains true to its roots as a data-driven strategic and product Marketing firm who helped pioneer the Marketing Performance Management (MPM) discipline. The practice of MPM brings together the science and the discipline of Marketing, and helps organizations use analytics, measurement, and processes to improve the value of their Marketing and their organizations altogether. The concept of MPM is centered around four key areas:

- Aligning Marketing to business goals and results
- Using the right metrics to measure Marketing's impact and value
- Enabling the organization to leverage modern data and analytics tools to make smart customer and product decisions
- Building a world-class Marketing organization

Since its inception, VisionEdge Marketing (VEM), has helped [companies](#) such as Kennametal, Mott Corporation, Northwest Federal Credit Union, Safe Systems, and Southwest Airlines Cargo develop and implement strategic initiatives that delivers results. Based on best practices and hundreds of successful projects, VEM developed and patented the Accelance® Methodology for delivering MPM.

"Looking back 20 years I stand amazed at how far our discipline has come. I feel extremely fortunate to work with and enable our customers to use analytics, performance management, and processes to facilitate the decisions that deliver on their growth initiatives," said Laura Patterson, "We have seen that when Marketing becomes a strategic member of the organizations solid repeatable results are possible."

Marketers interested in tapping into VEM's 20 years of experience and [expertise](#) can leverage some of the following resources:

- [White Papers and Guides](#)
- [Workshops and Educational Programs](#)
- [Recordings](#)

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