



marketingstrategists

EXPERIENCE. PASSION. INSIGHT. RESULTS.

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**MARKETING STRATEGISTS LLC
FOUNDED BY TWO LOYALTY MARKETING VETERANS**

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Mike Capizzi and Terri Gaughan have founded Marketing Strategists LLC, an independent consulting practice specializing in creative, customer-focused, data-driven marketing solutions. Together they bring more than half a century of experience in the Marketing Services industry to helping clients design, analyze and enable best customer strategies.

With careers spanning all facets of consumer and business to business marketing strategy, Capizzi and Gaughan bring creativity and unique insights to the sales and marketing challenges associated with today's competitive landscape. These insights are applied from the perspectives of loyalty marketing, direct marketing, CRM, teleservices, consumer research, customer analytics, behavioral segmentations, advertising, financial modeling, and sales process management.

After years of providing strategic consulting services from within large, publicly-held corporations, "we realized that a small efficient consulting practice, without the complexity and politics of our larger counterparts, could deliver results quickly, at greater value and independent of parent company technology and add-on services," states Mike Capizzi. "Understanding that pressures on internal marketing teams are ever increasing, and not necessarily with an increase in staff, we are positioned to provide the skills and fresh perspective required to meet client marketing needs."

Terri Gaughan goes on to add, "Our broad experience with over a dozen verticals means we have the background and history to expedite our understanding of a specific situation. Our clients consider us a passionate and intelligent set of arms and legs to assist in the development and execution of best customer initiatives and critical thinking assignments."

As acknowledged experts in the theory and practice of loyalty marketing, Mike and Terri

have designed, operated, assessed and/or torn down more than 50 relationship marketing programs since the late 1990's. Both have published numerous articles and white papers describing the characteristics of marketing programs which seek to change customer behavior. Bylined articles have appeared in DM News, The DMA Insider, DIRECT and COLLOQUY and both are often quoted by major trade publications covering the relationship marketing industry as well as in the general business press.

As a result of their combined experiences, Mike and Terri carry substantial customer behavior expertise and vertical market knowledge gained from serving clients in the following sectors:

- Financial services, especially payments markets
- Hotel and gaming industries
- Retailers, including Petrol, and multi-channel operators
- Technology, telecommunications and industrial
- Consumer Products
- Marketing Service Providers

For more information visit www.mktgstrategists.com.