

## **NEWS RELEASE**

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Contact: Angela Hummel  
216.539.9713  
ahummel@alterra-group.com

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### **New Firm Launched to Help Services Companies Address Marketing Challenges**

CLEVELAND—Two veterans of professional services marketing have launched Alterra Group, a marketing consulting firm focused on helping professional services companies develop and execute “thought leadership” marketing programs.

Alterra Group primarily works with organizations whose main offering is an intangible service—whether that service is management consulting, legal advice, accounting and auditing, systems integration, outsourcing or executive recruiting. To generate demand for their services, such companies require specialized marketing initiatives that Alterra Group refers to as “thought leadership” marketing: campaigns that demonstrate how a services company’s unique expertise helps clients solve pressing business problems.

Creating and executing such campaigns requires a unique set of skills that are embodied in Alterra Group’s principal service offerings: conducting quantitative and qualitative research; writing of business publications such as books, research reports and white papers; and using the full range of print, electronic and digital channels to communicate the efficacy of an intangible service to target buyers.

Leading Alterra Group are Bernie Thiel and Susan Buddenbaum, most recently partners with The Bloom Group. As co-founder of The Bloom Group, Thiel for 10 years worked with a wide range of clients on key marketing initiatives—including designing and executing comprehensive industry and executive surveys as well as ghostwriting a variety of publications such as business books, research reports, white papers and bylined articles. Buddenbaum, director of North American marketing for Capgemini before joining The Bloom Group, has 15 years of experience developing and implementing large-scale, multi-channel marketing campaigns in a professional services setting.

Alterra Group currently counts among its clients a leading global provider of consulting, technology and outsourcing services; a growing supply chain management consulting firm; a provider of mapping software and consulting services; and a training and change management consultancy. More information on the firm, which is headquartered in Cleveland, can be found at [www.alterra-group.com](http://www.alterra-group.com).