

FOR IMMEDIATE RELEASE

Press Contact

Amanda Anderson
Marketing Communications Manager
aanderson@corpv.com
775-831-1322 ext. 212

New Executive Forum Dedicated to Creating Best Practices for Marketing and Sales Alignment

Senior Executives from GE, Xerox, MasterCard, Oracle, IBM, CA, AmerisourceBergen and Millipore enlist in a customer advisory board sponsored by Corporate Visions Inc.

Incline Village, NV – November 18, 2008 – As companies struggle to differentiate themselves from their competitors, the area being targeted for improvement is Marketing and Sales alignment. The objective is to improve integration between these two operations and create a competitive advantage in the go-to-market process; thus providing a differentiated customer experience. However, there are few organizations, associations, analysts or others digging deep in this area. That has now changed with the creation of the [Marketing and Sales Messaging Alignment Agenda](#), a customer advisory board sponsored by Corporate Visions Inc.

Marketing and sales executives from eight world-class companies have agreed to serve as active participants, providing the thought leadership necessary to develop best practice approaches for [Marketing and Sales Alignment](#). Companies include: GE, Xerox, MasterCard, Oracle, IBM, CA, AmerisourceBergen and Millipore. The first area of focus will be the customer conversation and determining how companies' best, brightest and most expensive resources can come together to deliver differentiated Messaging, Tools and Training.

"Many companies are looking for ways to fend off the perception of commoditization in their markets. The members of this board are stepping up to look at ways to improve Marketing and Sales cooperation – right down to '[what you say](#)' and '[how you say it](#)' -- as the best opportunity for creating competitive separation," says Tim Riesterer, CMO and SVP of Strategic Consulting for Corporate Visions, who will also be the director and facilitator of the board. "We're pleased to be convening and facilitating this effort. We will be incorporating the results into our offerings, keeping Corporate Visions on the thought leadership edge."

The group will meet to share experiences and develop best practices around the Sales and Marketing Messaging, Tools and Training themes. The results of this work will be published and distributed in several ways, including online webinars, whitepapers, trade magazines, newsletter articles, as well as executive briefing sessions and conferences. [Corporate Visions Inc.](#) will be the source for all of these outputs and will dedicate a portion of its website in 2009 as a clearinghouse for the findings and recommendations developed. To receive updates on the Marketing and Sales Messaging Alignment Agenda, [click here](#) to request information or contact Amanda Anderson at aanderson@corpv.com or 775-831-1322 ext. 212.

The Marketing and Sales Messaging Alignment Agenda is made up of senior executives from the following Corporate Visions Inc. customers: Brandon Zurlo, VP of Customer Communications (**MasterCard**), Patricia Havens, VP Worldwide Strategic Programs, Worldwide Sales (**CA, Inc.**), Kathie Manning, VP of Marketing (**AmerisourceBergen Company**), Amanda Turton, Director of Global Communications (**Millipore Corporation**), Charlene Grabowski, General Manager, Commercial Learning and Development (**GE Healthcare**), Denise McLaughlin, Integrated Marketing Programs, Worldwide Marketing (**Xerox**), Susan Deyo, Director – SWG Professional Sales Development (**IBM**) and Kevin Guthrie, VP North American Sales, CRM On-Demand (**Oracle**).

About Corporate Visions Inc.

Corporate Visions helps companies stand out. With Corporate Visions you will create separation between you and your competition. Our solutions align sales and marketing professionals by developing a cohesive company story that will ignite a fire within your prospects to make a buying decision in your favor, the result; you win more. We work with globally recognized companies like CareerBuilder, IBM, Fidelity, Volvo Trucks, CA and many more. Corporate Visions provides marketing and sales messaging consulting, training and products. For more information contact us at www.CorporateVisions.com or by calling 775-831-1322 or 800-360-SELL.

###

Corporate Visions is a registered trademark of Corporate Visions Inc.