



FACT SHEET

Overview

Summit Marketing is an independent consulting firm dedicated to our clients' market successes. We assist firms define and implement marketing strategy to grow their revenues and profits. We help them build the brand, launch new business segments, products and programs and reach new channels.

Colette Weil, principal, started Summit in 1991. She brings over 25 years of senior marketing management experience in business to business, distribution, consumer products, non-profit and international arenas. Client comments: "leading strategist", "creative", "thorough", "innovative", "performance driven", "exceeding expectations", "iron fist in a velvet glove" and "passionate team builder."

Stats

Over 100 clients, 85% return for additional assignments
25 years domestic and international marketing savvy and performance
Selection of the right associate team to cost-effectively drive the assignment
Trained over 300 marketing executives and employees
National speaker and recognized feature writer

Services

Strategic marketing and communications	Brand development
New market launch	New product introduction
National market evaluation	New program strategy and launch
Distribution development	Market analytics

Our Clients

Our experience includes business to business, consumer products, health care (particularly in home health and home medical equipment and supplies), non profit organizations, wholesale distribution and supply chain, small business retailing and technology. We approach new industries with a fresh viewpoint and apply tenacious, creative marketing direction.

Clients include startup ventures to billion dollar divisions of global corporations. We are privileged with assignments from organizations as Broadlane, McKesson Corporation, Sonoma Technology, Inc., Home Med-Equip Co., Bindley Western/Cardinal Health, Humane Society of Silicon Valley, Elder Financial Protection Network, Procter and Gamble, Omron Healthcare, Boyd, Topline Toys and AmerisourceBergen.

Our Approach

We work as your partner to identify market opportunities and create results-driven programs to cost-effectively leverage your unique strengths. We put power and focus into your marketing efforts. We are frequently the lightning rods that redirect, reposition or launch a business, market or product strategy.

4/13/06