



The Market Strategist

for Leaders Looking to Drive Growth



Driving Front-End B2B Strategic Innovation by Understanding End-User Experiences

B2B firms often develop products and services that are ultimately experienced by end users with whom the firm has no contact. It can be challenging to develop market strategy and product innovation to suit these users' needs

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6 Steps to Jump Start Success in 2019

Many US businesses are expecting higher levels of real sales in 2019, but some indicators suggest growth may slow. Be prepared. Download our "6 Steps for Executive Teams" worksheet to get your business ready for success in 2019.

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[Michal Clements](#) is an Executive Coach and Business Consultant. Her mission is to coach leaders to grow their organizations and develop their teams. She leverages diverse experience from a range of organizations, including food, tech,



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software, financial services, personal care, medical devices, manufacturing, entertainment, education, CPG, automotive, not-for-profit and travel. She works with entrepreneurial and mid-sized businesses as well as some of the world's most recognized brands.

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