



Contact:

Jennifer Beever

President

New Incite

818-347-4248 (work cell)

www.newincite.com

[email](#)

Twitter: cmo4hire

FOR IMMEDIATE RELEASE

New Incite's Jennifer Beever to Present "Marketing Tactics for 2010" at IMC USA San Fernando Valley Breakfast Meeting

Los Angeles, California — February 4, 2010 — On Friday, February 19, 2010, Jennifer Beever will be the featured marketing speaker at the [San Fernando Valley breakfast meeting](#) of the [Institute of Management Consultants USA](#). Jennifer will present "Marketing Tactics for 2010: A Brainstorming Session with New Incite." The breakfast takes place from 7:30 to 9:00 AM at Carrow's Restaurant on 18355 Ventura Boulevard, Tarzana, California, 91356. Attendees network from 7:00 to 7:30 AM and present their marketing [elevator pitch](#) to the group before the program starts.

"Last month our program topic focused on marketing positioning and strategy, but the question in everyone's minds is now, 'What marketing tactics will be most effective in 2010?'" said Lynda Roth, San Fernando Valley Breakfast Chair and founder of consulting firm [LJR Consulting Services](#). "Jennifer is a knowledgeable marketing consultant with 27 years of experience in marketing strategy, planning and implementation. We're excited to have her speak to the group." Jennifer Beever is an Inbound Marketing Certified Professional and a Certified Management Consultant (CMC) with the Institute of Management Consultants USA. Other [marketing speaking topics](#) by Jennifer Beever include "Leverage Technology for Marketing Success," "How to Create an Inbound Marketing System," "Marketing Metrics: How to Track Return on Your Marketing Investment," and "How To Sell More in a Mature Market."

New Incite is a marketing consultancy that offers B2B marketing analysis and planning, implementation of marketing plans and analysis of results for businesses. It was founded by Jennifer Beever in 1997 in Woodland Hills, CA. New Incite works cross industry, with a particular focus on technology, manufacturing and green companies. For more information about Jennifer Beever, New Incite or its outsource CMO for Hire services, visit www.newincite.com or contact Jennifer Beever by [email](#) or by calling 818-347-4248.

Founded in 1968 in New York, the Institute of Management Consultants USA (IMC USA) is a nonprofit organization based in Washington, DC. IMC serves as the premier professional association and certifying body for management consultants in the US. Created in 1968, IMC USA members adhere to a rigorous Code of Ethics, and a commitment to lifelong learning and professional development. IMC USA awards the designation of Certified Management Consultants (CMC) to recognize achievement of an internationally recognized standard of technical competencies and professional conduct.