

Testimonials

AutoSkill International

"Glen was the perfect solution to our problem. We were at the stage in our development where we could really benefit from sophisticated marketing advice, but we had a limited budget. By contracting with Focus Marketing for Glen's services as our part-time VP of Marketing, we could tap into the skills and experience of a very much more seasoned professional than we could ever have afforded to hire on a full-time basis".

– Peter Eddison, CEO

ASCD

"Glen McCandless is extremely knowledgeable about the K-12 market and online professional development. His understanding of the market enabled Focus Marketing to begin work on our study of the online PD market without spending time learning about the market environment and competitors. His expertise, flexibility, and insightful analysis of the data provided us with valuable information we need to support decisions for our online learning strategic plan."

– Joanne Arnold, Marketing Information Manager

PBS TeacherLine

"We needed a firm that could support our national launch of PBS TeacherLine. In particular we looked for a firm with extensive K-12 experience and sales and marketing know-how to help our member station partners across the U.S. as they developed their sales and marketing plans. Each territory and personality was unique and the business situation highly dynamic. The Focus Marketing team did a great job. We are now on track to solidify our leadership position as a leading source of online professional development for teachers."

– Rob Ramsdell, Executive Director

Sun Microsystems

"Results-oriented, responsive, creative, and fun to work with. That's how I would describe Focus Marketing. Glen McCandless bends over backward to ensure high quality promotions that really get results."

– John Tuohy, Higher Education Marketing Manager

Adobe Systems, Inc.

"Focus Marketing has and continues to play a key role in Adobe's education strategy and programs. Our 'Partners by Design' and 'eBook U' programs, for example, have captured the attention of the entire industry, and helped secure our leadership position.

Focus Marketing's knowledge of the education market, coupled with years of practical experience allows us to extend our limited resources, get to market faster, and be more innovative in our program delivery."

– Michael A. Looney, Ph.D., Sr. Dir. Education
Government and Solutions Marketing

SRA/McGraw-Hill

"Focus Marketing has helped our direct marketing operation achieve record growth and gain recognition throughout the company during our five year relationship. You won't find a more dedicated business partner -- simply, the best!"

– Kerry McLeod, Director, Database Marketing

Inspherion Learning Corporation

"Like most companies entering the highly-competitive educational technology market today, money is very tight. Our product is exciting and innovative but our ability to get to market is big challenge. Our marketing budget – zero. I found Focus Marketing through a web search and gave them a call. My initial reaction to the offer Glen McCandless made was, "We can't afford it" but then I decided to take the risk. It was one of the best decisions I've made. Glen put us in front of key industry players and continues to be a trusted partner in providing valuable opportunities and the reliable advice we need to succeed."

– Ramesh Balan, President

Bredex Inc.

"Glen McCandless' knowledge of the industry, understanding of our product offering, and connections in the market allowed him to introduce us to the right company with the right product at the right time!

– Diane Seloff, former VP of Business Development