

The Marketing Difference

excels at delivering sales tools and customer programs that deliver positive return. We thrive on combining creativity with strategy to drive results for our clients.



Penny St. Clair-Holmes

Penny St. Clair-Holmes is the founder of the Marketing Difference Consulting Group. She has twenty-two years of technology experience in Sales, Marketing and Finance including five years at the executive level. Penny combines industry knowledge, analytical savvy and creativity to deliver solid results for her clients.

At the Marketing Difference, Penny delivers results for her clients. Examples include driving a 100 basis point improvement in customer churn and delivering a 200 basis point improvement in customer margin. She developed new sales tools highlighting competitive intelligence and positioning for an EVDO product line. Penny also developed a contract renewal strategy for a wireless portfolio that doubled the number of customers on contract. One campaign generated a 21% closure rate.

At Caspian Networks, a Silicon Valley infrastructure start-up, Penny developed and executed a comprehensive marketing plan. The plan included competitive differentiation, product positioning, and a communications strategy that generated 50 press articles while in stealth mode including being named 'one of ten companies to watch' by Red Herring Magazine. The positioning and messaging was also critical in building credibility and raising \$85M of investor funding.

During her 16 years with Nortel Networks, Penny demonstrated the ability to work within sales, marketing, and finance at diverse management levels. Before leaving Nortel in 1999, Penny was the Director of Succession Marketing. She branded and launched the product that drove more than a 50% increase in Nortel's stock price and became (and currently remains) one of Nortel's strongest performing business units and brands.

At SBS Technologies, Penny led business strategies to commonize independent business units into one functioning unit with a universal marketing message. Efficiencies generated 32% cost savings year-over-year. She implemented CRM modules; the first time the company had a central repository of customer contact information to execute marketing and lead generation.



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