



Welcome,

Reed Strategies' mission is to build on trusted relationships to form a community of clients to establish long-term partnerships to collaborate on market research focused analysis and insights to support informed decision making on key business priorities.

I created Reed Strategies in response to what I have experienced first hand inside corporations. Internal teams are stretched thin and need additional help on synthesizing and analyzing the latest market research, refining strategies based on market shifts, validating marketing messages, developing speeches and preparing executives for keynotes. Reed Strategies fills the gap between the reality of what internal teams can accomplish and leadership expectations.

Experience and trust are key characteristics of success when partnering with corporations, small businesses, and not-for-profit organizations. For almost 30 years I have been managing high profile market research, strategy development, and marketing message creation for executives in large global corporations. I have developed trusted relationships with senior executives around the world who know my dedication, ethical integrity, and quality of my work. My strategy involves drawing upon my technical and business backgrounds as well as my ability to quickly come up to speed on new topics which I have achieved across several industries including IT Services with CSC, Communications with Avaya (formerly Lucent), Healthcare with Blue Cross Blue Shield of Massachusetts, Defense with Raytheon, and not-for-profits with Acton Boxborough United Way.

My experiences in combination with established relationships have positioned me to be a trusted partner for market research, strategy, and marketing. I look forward to the opportunity to work with you and your teams to help meet your business objectives.

Thank you.

Marshall Reed, Founder

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