



The BlackBear Group, LLC

Cynthia Jennings, President, is a Senior Marketing Strategist and Communications Executive with extensive experience in building and delivering integrated marketing programs, go-to-market strategies, product development and marketing plans, brand management, PR/media programs and communications plans in the B2B segments with an emphasis in the telecom, professional services and consulting industries. Experience in rebranding, direct marketing and integrated marketing campaigns in the B2C market. Clients include Fortune 500 as well as SOHO and start-up business enterprises.

www.theblackbeargroup.net

Areas of expertise from The BlackBear Group include:

- Go-to-Market Strategies
- Branding & Brand Management
- Marketing Communications
- PR/ Advertising
- Direct & Multi-Dimensional Marketing Programs
- Product Marketing
- Sales & Partner Marketing Support
- Market Research