
MarketShare Partners and Jim Stengel announce Partnership

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Additionally, Stengel has also won numerous industry awards including Advertising Age's number one "Power Player" in marketing in 2003, 2004, 2006 and 2007, and recognized as "Grand Marketer of the Year" by Brand Week Magazine. He also served as Chairman of the Association of National Advertisers.

Stengel, whose think tank and consultancy, Jim Stengel, LLC, is focused on ideals-based branding, says he accepted MSP's invitation because he was impressed with the firm's results, its scientific approach to ROI measurement, and its ability to help clients better understand offline and online activities. Stengel has long championed the development of new media measurement methods and sees improved measurement of new media as a key element of 'Packaged Good,' his ideals-based branding framework and title of his forthcoming book.

"Ideals-based branding is the way to better performance, and better measurement of the 'right things' will benefit ideals-based brands," says Stengel. "Effective marketing measurement has been the holy grail of the industry for a long time, and I think MarketShare Partners offers a solution that brings accountability and truth to all communications activities," says Stengel.

"I am pleased to join forces with them in the pursuit of helping companies of all sizes better understand their marketing spending and make it actionable."

As a member of MSP's Board of Advisors, Stengel will provide strategic counsel to the company's leadership team based on his extensive background in the field of marketing and passion for marketing measurement.

He joins the already seven member MSP Board of Advisors which is comprised of other prominent marketing and media thought-leaders.

"MarketShare Partners is honored to have a man of Jim's distinction join our Board of Advisors," said Wes Nichols, co-CEO and Founder. "Jim's depth of experience and acute interest in improving how marketing is measured will be a tremendous asset to the company as we continue our expansion."