

ElementOne: The Complete Marketing and Sales Solution

ElementOne enhances the sales process by combining the best of marketing, sales and corporate communications to identify and convey your product's key values. ElementOne's experienced team has decades of direct experience in technical communications, sales, training and marketing, and has supported sales processes through a variety of channels and into international markets.



ElementOne uniquely combines deep technical insight with clear and crisp communication

ElementOne is a turn-key resource for your company that can offer dramatic improvements to your sales process with a minimum of impact on your team or budget.

ELEMENTONE CAPABILITIES

Marketing

- Product launch strategy & support
- Market segmentation
- Message narrowing & focus

Communications

- Branding
- Collateral development
- Public relations
- Event management
- Training

Fulfillment

- CDs
- USB keys
- Print media
- Web site development

ElementOne Founder:

Craig Andrews

Mr. Andrews has held a variety of engineering and marketing roles and brings deep technical insight and selling expertise to ElementOne. Over the last 25 years he has defined products for software, biomedical and semiconductors. He has a proven track record of positioning products and growing sales in highly competitive markets. Mr. Andrews has authored technical papers in a variety of disciplines and views authorship as one of several ways to position products.

Mr. Andrews holds B.S. and M.S. degrees in electrical engineering from North Carolina State University and a certificate of study from Nagoya University, Japan.

Mr. Andrews is backed by a team of marketing specialists who actively support start-ups to Fortune 500 companies in communicating the value of their products.

ElementOne, Ltd.

12400 HWY 71 W.
Ste. 350-109
Austin, TX 78738

+1.512.423.1954 (t)
+1.888.568.8514 (f)

www.elemone.com

 ElementOne™