

# NEWS



## FOR IMMEDIATE RELEASE

*For more information, contact:*

Lianne Bridges, Partner  
[lianne@bridgeshorizon.com](mailto:lianne@bridgeshorizon.com)  
T: +1 (450) 458-7062

Thomas Manders, National Practice Leader  
[thomas.manders@marketsphere.com](mailto:thomas.manders@marketsphere.com)  
T: +1 (972) 868-5004

### **Bridges Horizon and MarketSphere Form Cross-Border Cooperation Alliance for Enterprise Marketing Management Consulting**

**Montreal, Quebec and Chicago, Illinois, January 8, 2008** - Bridges Horizon Enterprises Inc. and MarketSphere Consulting LLC, today announced a cross-border cooperation agreement between the two companies. Each firm has a practice dedicated to helping enterprise-class companies improve their marketing effectiveness, and each will assist the other in serving their respective clients.

"It is a natural fit between our two firms," said Thomas Manders, National Practice Leader for the MarketSphere Enterprise Marketing Management Practice. "Bridges Horizon's extensive marketing process and change management expertise, coupled with significant experience managing complex IT projects and Web implementations, will complement our team as we approach transformational engagements that change the way companies operate their marketing departments."

Lianne Bridges, Bridges Horizon Partner, said, "We are impressed with how MarketSphere approaches its client engagements and their understanding of how to successfully transform enterprise-class marketing departments. As well, they have deep practical experience implementing Aprimo® and Unica® Enterprise Marketing Management (EMM) solutions in some of the world's largest companies. Bridges Horizon's clients will benefit from their experience and we look forward to adding our experience to theirs."

Don Rosenthal, Bridges Horizon Partner, added, "Our firm understands the value of transformational consulting, which is how MarketSphere approaches their engagements. Along with proven success in the implementation of EMM application software, we will combine our respective talents to develop unique new solutions that address our clients' marketing operational challenges."

Mayer Becker, National Practice Director, MarketSphere EMM Practice, said, "Marketing departments face the pressure of demonstrating increased return on investment at a time when markets have accelerated and operate 24/7, and when marketing communication channels are proliferating. Enabling technologies like Marketing Resources Management (MRM), as well as the adoption of a measurement culture, and the creation of a Marketing Operations function, combine to help marketers cope with this challenging new environment. Our two firms are closely aligned on this approach."

MarketSphere and Bridges Horizon will continue to operate independently, while sharing resources. In addition, the agreement includes joint marketing initiatives in both the United States and Canada, and combined participation in industry events, and co-development of new products and services for Enterprise Marketing Management.

# # #

#### **About Bridges Horizon Enterprises, Inc.**

Bridges Horizon accompanies organizations through their marketing transformation. By providing consulting services specialized in integrating strategy, process design, Enterprise Marketing Management technologies and change management, Bridges Horizon supports clients in attaining customer-centric marketing. Their unique Sustainable Transformation approach marries the best of marketing experience in large, complex, multi-media environments, with cutting-edge technology expertise to enable marketing excellence. Learn more at [www.bridgeshorizon.com](http://www.bridgeshorizon.com).

#### **About MarketSphere/Enterprise Marketing Management Practice**

MarketSphere Consulting LLC is a national, multi-practice business consulting firm dedicated to serving clients as trusted advisors. The Enterprise Marketing Management (EMM) Practice helps complex, global marketing organizations to transform themselves into more effective ones through adoption of new technologies, establishment of common processes and a measurement mindset, and realignment of organizational structures. MarketSphere implements Aprimo and Unica software, builds marketing performance management solutions and shows companies how to optimize marketing supply chain spend. Learn more at [emm.marketsphere.com](http://emm.marketsphere.com).

© 2007 MarketSphere Consulting LLC and Bridges Horizon Enterprises, Inc. Aprimo is a registered trademark of Aprimo, Incorporated and Unica is a registered trademark of Unica Corporation. All other product names are presumed to be owned by their respective companies.