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BUSINESS SUMMARY

Founded in 2002, Breakthrough Marketing Technology is a business management and strategic innovation consulting firm serving global B2B and B2B2C companies. We deliver go-to-market strategies based on data from the customers to be served identifying who will pay for what, and how to motivate the value exchange. Breakthrough is the most thoughtful and innovative choice to deliver profitable growth. Our statistical and predictive analytics mine market and company data to generate insights for fact-based decisions. To execute go-to-market plans, we improve productivity, increase capability, optimize, and automate workflows for greater stakeholder value.

CORE COMPETENCIES

INNOVATIVE DATA-BASED CONSULTING - Facts reduce your risk of poor decisions.

GTM strategy - grow revenue 3% to 10% and reduce launch time by 20%.

Predictive analytics and reporting - Models predicting the likelihood of future membership in your target segment using advanced statistical methods and machine learning algorithms.

Market research - design, collection and analysis of qualitative and quantitative data from stakeholders and customers to position and price new offerings.

Robotic process automation - Improve productivity by 32%.

Target segment profiles - who they are, what they will respond to and why.

Process Capability - Increase capacity 40% to 60% with workflow automation, including document management.

Marketing Plans - interdependent definitions of product, place, positioning and price-demand curves based on market perceptions.

CONTRACT EXPERIENCES INCLUDE

AON, CERTAINTEED, DUPONT, NYC DEPT. SMALL BUSINESS SERVICES, PHILIP MORRIS, STANFORD UNIVERSITY, W.L. GORE & ASSOCIATES, U.S. MARINE CORPS, XEROX

EXPERTISE

BMT and strategic partners have more than 100 years of combined experience following their successful corporate and law enforcement careers leading teams and delivering organizational goals. They continue to deliver data-driven solutions to complex business and marketing challenges.

It all starts with data and the application of the right analytic methodologies which is where Breakthrough excels.

Uncovering meaningful insights into a market requires an understanding of how the complex mosaic of cultural identity, attitudes, aspirations, preferences and behaviors integrated with demographics fit together to define a profitable opportunity. Linking the external to the internal is where we leverage Breakthrough's bench strength in operational excellence.

Transform Market Insights into Profitable Revenue

NAICS/NIGP CODES

- ◆ **541610/91875** Business management consulting
- ◆ **541613/91876** Marketing Consulting
- ◆ **541613/91876** Process, physical distribution & logistics consulting
- ◆ **541800/91503** Advertising
- ◆ **541910/96160** Marketing research & public opinion polling
- ◆ **611430/92435** Professional and Management Development Training

MWBE CERTIFICATIONS

- ◆ **WBENC NY/NJ WBEC**
- ◆ **NMSDC NY/NJ Supplier Diversity Council**
- ◆ **MWBE & SBE PANYNJ**
- ◆ **MWBE & SBE NYC**
- ◆ **MWBE & SBE New Jersey**

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PAST ENGAGEMENTS

New York City Department of Small Business Services

- Black Entrepreneurship (BE NYC) Initiative to nurture and accelerate BE growth NYC.

NYC Department Small Business Services

- Business Preparedness and Resiliency Project that delivered digital strategy.

Connecticut Utility Companies

- Conducted interviews, focus groups and a survey of CT consumers to position energy assistance and efficiency programs.

Aon, Inc.

- Conducted multiple studies to identify new financial products and services to meet the needs of changing customer base.

CertainTeed, Corp.

- Conducted complex, multi-phased market research into attitudes, perceptions and needs of end users for an actionable segmentation and definition of new products opportunities.

Xerox, Corp.

- Designed and conducted Design for Lean Six Sigma 2 week course and subsequent coaching to internalize concepts and tools in order to award Green Belt certification.