



*WHERE STRATEGY AND EXECUTION  
COME TOGETHER*



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*ABOUT  
WINDWARD MARKETING GROUP*

Windward Marketing Group (**WMG**) was founded in 1997. **WMG** serves a wide array of clients within and outside of the travel industry. Clients are typically company owners, presidents, CEOs or other members of senior management.

**WMG** provides a broad spectrum of marketing expertise in the following areas:

- Account Development
- Direct Marketing
- Distribution Planning
- Executive Recruiting
- Marketing Communications
- Mergers and Acquisitions
- New Venture Formation
- Product Development
- Sales training
- Strategic alliances
- Strategic planning
- Supplier Relations

*ABOUT  
VIC MACCHIO*



Vic has delivered results and built a reputation of leadership in the travel and financial services industry over the past 20 years. After a brief stint with Air France,

he joined the travel division of American Express Company, where his positions in marketing and general management gained him front-line experience and a keen sense of consumer behavior.

His innovative business-building style led to his being named Vice President & General Manager of the Group Travel Management Services unit, where he was responsible for 300 employees and \$135 million in sales.

Vic has regularly conducted training courses, delivered seminars and served on advisory boards in a variety of industries. Combining conceptual knowledge with real-world experience, his no-nonsense communication style earns him accolades wherever he speaks.

Vic holds a BA in Romance Languages and Psychology from Queens College and an MBA in Marketing from Villanova University.

## DIRECT MARKETING

Today's environment requires focused, relevant, cost-effective communication with customers and prospects. We have the techniques that enable you to:

- Identify the right audience
- Craft and deliver a highly personalized message
- Realize a tangible return on your investment
- Plant seeds for future returns on that same investment

***We take the "junk" out of junk mail!***

## EXECUTIVE RECRUITING

In any job market, "tight" or "relaxed", the very best people are recruited. **People** are your most important and expensive asset. The more senior the position, the more impact the selection decision has on your company, positive or negative. While many companies view retaining an executive search firm as unnecessary, the most successful companies recognize that the expense is insignificant when compared with the benefits. The key advantages are:

- Consultation on job description and compensation bands

- Access to candidates who would not respond to you directly
- A complete assessment of a candidate's **skill** and **will** for the job
- A choice of two or more qualified candidates *at the same time*
- A focused effort leading to a faster cycle time
- Your time and effort concentrated on interviews—*not on legwork*

## NEW VENTURE DEVELOPMENT

Whether you're starting a brand new business or a new division within an existing business, you will need to "sell" this idea to key stakeholders. Investors, a Board of Directors, or a company's senior management will all want to see a business plan. We can help you by:

- Surfacing all the critical topics
- Structuring the venture
- Conducting the required research to support your assumptions
- Analyzing financial data and creating forecasts
- Writing and producing the business plan in a professional and effective format

## PROJECT MANAGEMENT

Seems like there's always something you've been meaning to get to—that you know is important—but you can't seem to get done with the resources available.

When it's not getting done because it's nobody's job—***make it our job!***

## SALES TRAINING

Often, it takes an impartial outside perspective to see things that are not obvious to "insiders". In addition, our familiarity with many different types of businesses enables us to bring to each client a broad collection of experience and techniques. Whether your sales force is small or large, field-based or centrally-based, onsite oriented or telesales oriented, we can help you get the most out of your resources. Our approach follows this track:

- Assess current practices through real-time participation
- Identify patterns of strengths and weaknesses
- Identify un-seized opportunities

- Assess compensation and incentive programs
- Engage the entire sales force in validating assumptions
- Make recommendations for changes
- Provide/enhance any tools necessary for sales success

## STRATEGY DEVELOPMENT

We work with our clients to sort through the critical issues that impact their business, helping them make an informed decision on which course to take. Decisions on these factors can ***make or break*** your business:

- Product positioning
- Marketing approach
- Advertising image
- Organizational structure
- Target markets
- Pricing
- Distribution Channels