



Janet Brey

Partner & CMO

About Janet

With a passion to help small to mid-sized companies reap the benefits of effective marketing, Janet focuses on building a powerful marketing engine that drives customer engagement, sales and revenue. A deep understanding of digital marketing, product launch, SaaS and technology services, allows Janet to quickly identify opportunities and deliver innovative solutions that grow sales, increase market share, and improve margins. By providing strategic counsel to company leadership and fostering organizational partnerships, she transforms marketing to a results-oriented, sales generating driver of business growth. Janet is an adjunct professor at William Paterson University where she teaches about Digital Marketing and Social Media Marketing.

How Janet has Helped Businesses Grow

- Regained leadership position within 8 months repositioning banking services organization post-merger.
- Reduced marketing expenses by 30% and increased ROI by 20% creating a global brand for organization to improve brand awareness, strengthen message and leverage marketing efforts.
- Achieved a 33% productivity gain and 20% cost reduction working as a partner with sales designing and executing a lead nurturing and generation strategy.
- Increased response rates by average of 40% initiating content strategy for marketing campaigns.
- Reduced project completion times by average of 15% building collaboration between marketing, product management, and product development teams.
- Exceeded first 6-month plan sales by 30% creating branding, corporate identity and social media strategy for new financial business venture.
- Increased lead generation by 150% and improved client retention by 20% developing strategy and launching new website for global financial client with secure login, optimization, and self-administration tool.

Expertise

Industry Experience

- SaaS
- Professional Services
- Financial Services
- Legal Services
- Payroll
- Human Resources

Specialties

- Competitive Strategy
- Go-to-Market Strategy
- Lead Generation
- Market Opportunity
- Social Media Marketing
- Digital Transformation

Contact Information

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Published Works

- Hey Siri - How Can I Prepare for Mobile SEO?
- How to Build a Go-to-Market Plan
- How to Build a Marketing Plan and Marketing Strategy
- Driving Marketing Post M&A
- Short-Term Insights For Long-Term Growth: Seven Reasons To Consider A Chief Outsider

Client Case Studies

- Baker Hill - Branding and Positioning a Recent Merger for Success and Growth

Executive Marketing Experience

- Head of Global Marketing, HR Access/Fidelity
- Vice President Marketing, North America, HR Access/Fidelity
- Vice President of Product Management, HR Access/Fidelity
- Vice President of Strategic Marketing, Sapien
- Senior Director Product Marketing, ADP
- Director Product Marketing, Computer Associates
- Marketing and Branding Consultant, JW ImageBuilding

Clients Served

- SMB Machinery (Industrial and Manufacturing)
- eTERA Consulting (eDiscovery/Legal Services)
- Argyle Executive Forum (Lead Generation and Marketing)
- Lexitas (Legal Services)
- Level 2 Leval (eDiscovery/Legal Services)
- American Immigration Lawyers Association (Membership)
- Baker Hill (Financial and Banking)

References

"We needed a detailed market assessment that gathered insights and evaluated a unique sales opportunity so that we could make an informed decision about entering that market. Janet nailed it and provided clarity and justification beyond what I was anticipating. What she provided was detailed, insightful and most importantly useful to the sales and management team to pursue the opportunity. The most important aspect to the project was the timeliness of her deliverables and even more important that she was remarkably cooperative and made sure that we got all the information we needed."

Nicholas Martino, Partner at High Road Capital

"Janet was accepted from day one as part of our organization. Empowered to make decisions regarding marketing activities and acquire the necessary resources, she took full advantage and did a wonderful job to move the company forward."

Naseer Nasim, CEO at Baker Hill

"A combined understanding of marketing and technology give Janet special skills not often found in marketing professionals at her level. Her competencies in strategy, finance and collaboration quickly earned her the respect of my executive team. Her passion for excellence, vision and high business acumen are tenets of her success."

Robert D. Thomas, Executive in Residence at Houston Technology Center

"Janet is a smart capable leader who gets things done. I especially appreciated the professionalism and standard of excellence she brought to everything she did. She is a strategic thinker and was particularly effective developing innovative marketing programs."

Richard P. Watson, Division Vice President/General Manager of the East NSC at ADP

"When looking for marketing insights for a new product launch, I met with Janet. Her input on my tech offering was a home run. Was a big help - great advice!"

Dan Lynn, Founder and CEO at Zaptitude and Managing Member at Starting Point Ventures

"In working with Janet, our company was able to bring a real focus to the social media market and develop a strategy that is proving to drive our brand. She is always positive, creative and respectful to the needs of our Company. Janet is truly an asset and a pleasure to work with."

Robert A. Bailey, Application Sales Manager at Oracle

"Janet's marketing guide was very helpful directing me to specialize and to seek referrals from my specialty areas as I was starting up. My practice has grown and is growing well. In fact I am now not taking any new clients in NJ and will bring my NYC practice up from 2 days to 3 days in the late fall!"

Judith Kuskin, Psychotherapist - MSW, LCSW, APM