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PRESS RELEASE

Innovative Marketer launches SKAD Solutions, LLC to deliver superior marketing results to Life Sciences and Healthcare clients.



(Press Release) – September 17, 2012 --- Bedminster, Pennsylvania – SKAD Solutions, LLC – Pharma Customer engagement strategist Sunny K Verma (50 Outstanding Asian Americans Award Recipient) and his team of pioneering marketers have launched SKAD Solutions, a consulting firm delivering innovative strategies and solutions to drive marketing impact for clients in Life Sciences and Healthcare. SKAD combines customer-centric design capabilities with technology solutions and innovative multi-channel marketing approaches to deliver improved customer engagement and business results.

At SKAD, the emphasis is on helping clients do more with less by linking **Strategy, Know-how, Action, and Delivering** outcomes. It is a customer-centric integrated approach which differentiates SKAD. According to SKAD Founder and Managing Partner Sunny Verma, the role of marketing is to orchestrate a strong engagement with customers to positively impact customer behavior. SKAD brings seamless integration of deep marketing understanding, customer experience design, innovative channels and technology-based solutions.

SKAD Team is comprised of industry trained leaders and proven experts. Their capabilities are built upon decades of hands-on experience and proven results in developing, executing and scaling-up innovative marketing models and technology solutions.

Regarding SKAD, Verma said, *“Our strengths are strong customer orientation, program design capabilities, and purposeful use of technology solutions. We have built SKAD to stand distinctively apart from the typical consulting companies. Our difference is the seamless integration of Strategy, Know-how, Action, and Delivery.”*

This is accomplished through a simple, seamless approach to client engagement. SKAD starts with understanding the market and business situation and then helps create a compelling strategy and value proposition, develops effective solutions and supports efficient project execution. The Missing Link to ROI in Life Sciences Marketing Programs www.skadsolutions.com/resources/white-papers outlines the SKAD perspective.

SKAD team conducts assessment of existing programs and processes, establishes benchmarks, informs gap analyses, makes improvement recommendations, and provides guidance on selection of vendors and technology. We always ensure that our efforts and choices translate into viable, relevant solutions that inspire customers and create a distinctive positive impact.

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