



Contact: Mariel Sawicki, Sr. Manager, Marketing  
Office: (281) 738-2477  
Email: mariels@customermarketinggroup.com

FOR IMMEDIATE RELEASE

## **CUSTOMER MARKETING GROUP ANNOUNCES OPENING OF BAY AREA OFFICE**

*Business Advisory Firm is Well Positioned for Continued Growth on West Coast*

**The Woodlands, Texas (September 1, 2014)** - Customer Marketing Group, Inc. (CMG) has opened its second office in Berkeley, California. This new location will allow CMG to better serve existing and future clients in the western United States as the firm continues to grow.

“The move to the west coast, and especially the Bay Area, just makes perfect sense for us; as not only do we have a current and quickly building client base out there, we also have access to some of the best analytics talent in the country to compliment the strong commercial skills that we already bring to bear,” said Stew Bishop, President and CEO of CMG. “I am extremely excited to see where all of this goes!”

CMG has been solving complex problems within the consumer packaged goods (CPG) industry for over 20 years. The expansion to the Bay Area will allow for the firm to continue to deliver exceptional service and drive meaningful business changes.

### **About Customer Marketing Group, Inc.**

Since its founding in 1994, Customer Marketing Group, Inc. (CMG) has proven that executing an effective business plan requires informed decision making. CMG’s experienced team of business leaders, mathematicians and economists solve complicated problems that its clients do not have the ability or capacity to handle on their own. CMG provides episodic support that is tailored to help clients make decisions that achieve their financial objectives in marketing, sales, finance and logistics. Current clients include consumer packaged goods companies ranging in size from \$100M to \$6B.

To learn more about CMG, please visit [www.CustomerMarketingGroup.com](http://www.CustomerMarketingGroup.com).

###