

Dawn Westerberg Consulting LLC to Provide Strategic Marketing Advisory Services to Oasis Solutions Group

AUSTIN, Texas, Jan. 18 (SEND2PRESS NEWSWIRE) – Dawn Westerberg Consulting (www.dawnwesterberg.com), an integrated marketing services firm based in Austin, Texas, announced today it has been retained by Oasis Solutions Group (www.oasisky.com), a business management software consulting firm based in Louisville, Kentucky.

Dawn Westerberg Consulting was founded in 2010 by Dawn Westerberg after a 15 year stint as Marketing Vice President and, later, Sales Vice President for Sage. Westerberg, who is an Authorized Duct Tape Marketing Consultant, says of her company's newest customer win: "I am excited to help Oasis grow their business. They have been providing high-quality technology solutions for 20 years and are focused on helping customers become profitable and effective."

Areas in which Westerberg will help Oasis with its 2011 marketing include development of a strategic marketing plan, content creation, online visibility and revenue growth activities.

"I selected Dawn because of her industry knowledge, her years with Sage and her understanding of the markets that I do business in," says Annette Manias, president Oasis Solutions Group. "Dawn was always the 'go to' marketing expert during her years at Sage and her B2B marketing talent is well known within our industry. Because marketing our ERP solutions for manufacturing, distribution and service companies is information intensive, Dawn's B2B marketing and sales knowledge will be tremendous assets to Oasis' go-to-market strategy."

About Oasis Solutions Group:

Since 1991, Oasis Solutions Group, based in Louisville, Kentucky, has been serving businesses throughout the United States with software consulting, programming, training and support specializing in accounting, human resource management, sales force automation and custom software development.

About Dawn Westerberg Consulting LLC:

Based in Austin, Texas, Dawn Westerberg Consulting LLC serves companies from coast to coast and border to border. Dawn Westerberg (<http://dawnwesterberg.com>) is the president of Dawn Westerberg Consulting LLC.

An Authorized Duct Tape Marketing Consultant, she invites business owners to "Fall in Love with Your Business Again" through sound marketing strategy, creative collaboration and inspired performance.

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