

# Dawn Westerberg Consulting LLC to Provide Strategic Marketing and PR Services to e2b teknologies

AUSTIN, Texas, Jan. 25 (SEND2PRESS NEWSWIRE) – Dawn Westerberg Consulting ([www.dawnwesterberg.com](http://www.dawnwesterberg.com)), an integrated marketing and public relations services firm based in Austin, Texas, announced today it has been retained by e2b teknologies ([www.e2btek.com](http://www.e2btek.com)), a business software and consulting services company based in Chardon, Ohio.

Dawn Westerberg Consulting was founded in 2010 by Dawn Westerberg following a successful career in marketing and sales at Sage, the 3rd largest seller of business software in the world. Westerberg, who is an Authorized Duct Tape Marketing Consultant, says of her company's newest customer win: "I look forward to discovering a variety of marketing and communication strategies to help build upon e2b teknologies's position as a leading provider of business software and consulting services."

Westerberg specializes in helping businesses with strategic marketing, online marketing, brand awareness and public relations. "Dawn will be instrumental in helping us develop meaningful content to enhance the experience of visitors to our website," says James Mallory, Marketing Director of e2b teknologies. "We've begun an aggressive press release schedule with Dawn's help and in addition to the coverage we've received, we've already more than doubled the number of links into our website."

e2b teknologies is among a select group of software resellers in North America specializing in Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), and other software solutions. In her 15 years at Sage, Westerberg worked as a Marketing and Sales Vice President for a variety software product lines sold through a reseller channel. "e2b teknologies is one of those companies with an abundance of compelling product news and customer stories," says Westerberg. "Designing and executing an effective strategic marketing, public relations and online content plan will be a delight for such a talented software firm."

## **About e2b teknologies:**

e2b teknologies provides enterprise resources planning (ERP), customer relationship management (CRM), and other solutions for distribution, manufacturing, and service companies. Anytime Collect credit and collections management (CCM) and e2b 500 are delivered through its e2b software division. e2b calibration is an ISO/IEC 17025 accredited calibration laboratory.

## **About Dawn Westerberg Consulting LLC:**

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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News issued by: Dawn Westerberg Consulting LLC



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Original Story ID: (6631) :: 2011-01-0125-002

Original Keywords: e2b teknologies, integrated marketing and public relations services, Austin, Texas news, netwire, Authorized Duct Tape Marketing Consultant, Dawn Westerberg Consulting LLC, James Mallory, Enterprise Resource Planning, Customer Relationship Management Dawn Westerberg Consulting LLC Austin Texas AUSTIN, Texas

Alternate Headline: e2b teknologies selects Dawn Westerberg Consulting LLC to Provide Strategic Marketing and PR Services

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