FOR IMMEDIATE RELEASE

February 6, 2024
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Longtime Twin Cities commercialization expert launches MarketWise, a strategy consulting firm focused on helping companies throughout the U.S. grow

Tapping decades-old relationships with world-class commercialization talent to staff projects

MINNEAPOLIS, Minnesota – Mike Haldane, a resident of the Twin Cities since 1999, has developed a keen sense of what it takes to succeed commercially from working in go-to-market roles at Global Traffic Technologies, Provation, 3M and Imation here in the Twin Cities; and Intel, PC Solutions and Maytag before that.

After spending decades as an individual contributor, manager, director and senior executive, in a variety of commercial-oriented positions, Haldane founded MarketWise, a strategy consulting firm focused on helping companies grow, with emphasis on conducting *market research*, facilitating *strategic planning* and assisting with *commercial execution*.

"Revenue growth can be a challenge for a lot of companies, but my colleagues and I have developed an expertise in this area and we can help companies searching for practical ways to grow do just that. Personally, I have learned so much throughout my time with some really great organizations, building and promoting some terrific brands. I feel fortunate for the many opportunities I've had, including traveling and doing business throughout the Americas, Asia-Pacific, the Middle East and Europe," Haldane said.

Haldane's experience is broad and deep, including operations, sales, marketing, product management, contracting, financial analysis, pricing, channel management, strategic alliances, acquisitions, process optimization and executive management. He is the author of *Surviving Cancer*, host of www.survivingcancerthebook.org, the creator of and a regular guest on the *Let'sTalkGrowth* podcast and author of several industry white papers, including *Start with Research, The Basics of Strategy, Executing to Win, Built from Bricks, Leadership First* and *The Journey.*

While Haldane plans to be very involved in projects, he expects demand to be high, so he's lined up a gifted group of individuals who are ready to join project teams to provide clients with a "best of the best" consulting engagement. "For more than three decades," Haldane said, "I've worked with some very talented people. Now, I'm in the position of knowing who can be brought together to offer clients of MarketWise a world-class experience. With this, I'll be working toward my vision of creating a

Minnesota-based powerhouse consulting practice that serves companies throughout the country and beyond."

In the coming weeks and the foreseeable future, MarketWise will be publishing topical white papers, podcast episodes and market research on its website, located at www.marketwiseadvising.com. The website also features a growth readiness assessment that is designed to test a company's readiness to grow from a structural perspective, which Haldane says is a great place to start for most organizations.

About MarketWise

MarketWise, a dba of MarketWise Advising, LLC, is a full-service strategy consulting firm specializing in helping companies build and execute growth strategies. What makes MarketWise different is that project teams are staffed with experts in commercialization; those who have successfully launched new products and grown businesses, time and time again.

MarketWise recognizes many companies have some or even much of what's needed to successfully drive revenue growth, if applied with intent. No company has unlimited resources, however, so MarketWise can be a valuable addition to commercial teams' efforts, whether augmenting their staff with specific skill sets or providing guidance on the process.

For more information, visit www.marketwiseadvising.com.

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