

**FOR IMMEDIATE RELEASE**

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**MarketWise becomes registered supplier of market research and marketing services to the U.S. federal government, its agencies, departments and bureaus**

*Many state and local governments will have access to the same set of terms, conditions and prices*

**MINNEAPOLIS, Minnesota** – Mike Haldane, the Founder and President of MarketWise Advising, LLC, has been working with city, state and county agencies for decades; and he became acquainted with the federal government’s GSA (General Services Administration) purchasing program while at Provation and then Global Traffic Technologies.

Since founding MarketWise earlier this year, Haldane has discovered a significant need within the government sector for the services MarketWise provides, including market research, assistance with marketing strategy and helping with tactical marketing execution. With this, it made sense to pursue becoming an official supplier.

“Moving toward a GSA schedule aligns nicely with our fourth value, which is to enable the best customer experience possible. Being on the GSA makes purchasing from MarketWise easier and faster for federal customers; and many non-federal public entities around the country can also take part in purchasing from the GSA schedule if their procurement departments allow it,” said Haldane.

MarketWise is in no way moving away from its core focus, which is to help companies grow by putting them on a well-planned and practical path that leads them to their revenue and profitability objectives. Rather, becoming a supplier to federal, state and local governments is an acknowledgment that as it relates to market research, strategic planning and commercial execution, many of the needs are the same for government as they are with private enterprises.

As with its private enterprise clients, MarketWise will staff its government projects with its network of experts, which is made up of a gifted group of individuals who are ready to join project teams to provide clients with a “best of the best” consulting engagement, based on their individual areas of specialty and the specific needs of each project.

“This is an exciting milestone for MarketWise and a nod to all our public officials do each day, week, month and year to help enable the foundation of the American Dream,” Haldane commented.

## **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.

MarketWise Advising, LLC is a registered supplier to the U.S. federal government. CAGE code: 9VUA5.

For more information, visit [www.marketwiseadvising.com](http://www.marketwiseadvising.com).

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