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Consultants 2 Go Opens New England Branch

Eight Years After Founding Their Multi-Million Dollar Consulting Company, Sandi Webster And Peggy McHale Expand Their Successful Business To The Boston And New England Markets

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New York area-based management consulting firm, Consultants 2 Go® (C2G), opened up a New England branch based in Waltham, Mass. They can now provide marketing and analytic resources and solutions for businesses to Fortune 1000 companies, as well as others, in the region.

A certified, minority and women-owned business, C2G (<http://www.consultants2go.com>) is opening the New England branch on the heels of launching its Southeast branch in Florida last May. The company has tapped Patrick Irvin and Maria Miller of Irvin and Associates, a Boston-based market development firm, to launch and build the New England branch.

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“In a nutshell, C2G is a one-stop, go-to resource for companies that need either onsite or virtual marketing, marketing analytics, and online marketing professionals on an interim basis or for special projects,” according to Irvin, “and we’re very excited about offering C2G’s services and solutions to clients who want to get the most out of their tight budgets by getting specialized help when they need it.”

C2G’s principals and founders, Peggy McHale and Sandi Webster, started C2G in 2002, after successful corporate careers, including working together in marketing leadership roles at American Express in New York.

“This geographic expansion is a critical step in our growth. We will be connecting with our existing networks like the National Association of Women Business Owners and local Chambers of Commerce to let them know we are now available in the Boston area and New England region. Now, when companies here need interim or additional help in critical skill areas to perform special projects and achieve their marketing goals, they can look to C2G to fill those gaps for them,” said Sandi Webster.

Her business partner, Peggy McHale, added, “We are further enabling our growth and our clients’ growth by supporting Boston and New England not only in our core base of financial and telecom services customers, but also in some of the region’s existing industries, such as biopharmaceuticals, information technologies, insurance, and many others.”

In 2009, Webster and McHale authored “Black and White Strike Gold,” a book that shares what they learned about starting and growing a new business in tough economic times, how they made the shift from the corporate world to entrepreneurial success, and how they hit the million dollar revenue mark.

Consultants 2 Go® is a management consulting company headquartered at University Science Park, 105 Lock Street, Suite 309, Newark, NJ 07103, and an office in Hollywood, FL. C2G provides marketing and analytics consultants to Fortune1000 companies and others in the financial services, telecom, insurance, pharmaceutical, information technology, and other industries on an interim or outsourced project basis. C2G holds memberships in the National Association of Women Business Owners, National Association for Female Executives, Women Presidents Organization, New Jersey Technology Council, and the Brooklyn and Manhattan Chambers of Commerce. For more information, please contact C2G at info@consultants2go.com or go to <http://www.consultants2go.com>.

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