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BW Collective Joins Forces with Consult Disrupt to Enhance Marketing Communications for Clients

Consult Disrupt Expands Services with Experienced Equipment Finance Marketing Team

WATERLOO, IOWA (January 16, 2025) – [Consult Disrupt](#), a leader in consulting solutions for the equipment finance industry, is pleased to announce a partnership with [BW Collective](#), bringing on the agency as its dedicated marketing arm. This collaboration will provide Consult Disrupt's clients with marketing and communication strategies, consulting, and team support tailored to the unique needs of the equipment finance industry.

BW Collective has a proven track record of helping brands connect with their audiences in meaningful ways that drive measurable growth. The partnership strengthens Consult Disrupt's ability to offer comprehensive services by adding BW Collective's industry experience and a team of skilled marketers, designers, and consultants. With a shared commitment to delivering impactful, results-driven solutions, the partnership empowers both firms to support clients more effectively.

"We're excited to join Consult Disrupt and add our experience and expertise to their extensive team," said Brittney Weber, founder and chief strategist at BW Collective. "Our goal is to strengthen client engagement and drive business growth through creative, tailored marketing solutions that fit each client's unique needs."

"Partnering with BW Collective allows us to offer our clients even greater value," said Jesse Johnson, president of Consult Disrupt. "Their deep expertise in equipment finance marketing, coupled with their innovative approach and creative energy, allows us to offer unparalleled marketing support. This collaboration ensures our clients not only meet their goals but exceed expectations in an increasingly competitive industry."

Through this partnership, Consult Disrupt clients gain access to an expanded suite of marketing services, including go-to-market strategies, content strategy, brand development, campaign execution, public relations, and creative design—all backed by a team that understands the unique dynamics and complexities of the equipment finance industry.

Discover how our partnership can help you differentiate your brand and engage your audience. Reach out to get started at marketing@consultdisrupt.com.

About Consult Disrupt:

Consult Disrupt specializes in delivering consulting solutions for the equipment finance industry. Focused on innovation and measurable results, the firm partners with clients to overcome challenges, optimize operations, and achieve sustainable growth.

About BW Collective:

BW Collective (BWco) is a boutique marketing agency specializing in B2B industries, including equipment finance and commercial lending. BWco provides comprehensive marketing services that drive client engagement and growth—connecting brands with their audiences to achieve measurable success.

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