
Clients First Marketing & Communications™ Launches Operations as Full-Service Consultancy

New Dallas-based firm driven by the deep client experience of its founders

DALLAS – July 17, 2024 – Clients First Marketing & Communications™ today announced it has launched operations as a full-service consultancy. The firm is led by founding principals [Jeff Baum](#) and [John J. Clendening](#), who bring deep experience and records of success in all facets of enterprise marketing and communications. Baum and Clendening have led global marketing and/or communications teams for industry leaders including Avery Dennison, EDS, Honeywell, Lucent Technologies, Siemens, Unisys and Warner-Lambert.

“We have launched our new firm for one reason – to serve our clients,” said Baum. “Our client experience will enable us to deliver the insights and value one can only gain from being a client. To marketing and communications leaders, we have been in your chair. We know the pressures you face, the spoken ones and the unspoken ones. We know what you need not just for the presentation – but for the hallway discussion as well.”

Full spectrum of marketing and communications services

Based in Dallas, Clients First offers enterprises of all sizes a full set of services across the marketing and communications spectrum. The firm has segmented these services into three buckets:

- Leadership and Resources, through which the firm offers Fractional Leadership, Transformation, Brand and Solution services;
- Content and Execution, through which the firm offers Paid Media, Owned Media, Earned Media and Crisis Communications services; and

- People and Purpose, through which the firm offers Client Care, Employee Engagement, Recruitment Marketing and CSR/DEI/ESG services.

Clients First will deliver these services through Baum, Clendening and a network of marketing and communications experts from around the world with whom Baum and Clendening have worked -- and who share their commitment to delivering both service excellence and quantifiable outcomes to clients.

“We have seen up close and personal the strategic evolution of the various marketing and communications disciplines to what they are today: powerful, digitally driven tools that do nothing less than drive enterprise value,” Clendening said. “We are thrilled to have launched the firm. We are ready to bring our passion and expertise to bear for our clients’ success.”

About Us

Clients First Marketing & Communications is a full-service consultancy that believes marketing and communications have one objective – to increase the value of the enterprise. That means driving profitable growth, building a pipeline of business for future growth and ensuring the company can aggressively fight the competition and fend off crises. To learn more about the firm’s philosophies, services and successes, visit us at www.clientsfirstmc.com and/or follow us on [LinkedIn](#), [Facebook](#), [Instagram](#), [X](#) and/or [TikTok](#).

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