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For Immediate Release

Julie Grosse Brings Bold Marketing to Technology Entrepreneurs

OKLAHOMA CITY, OK - (November 17, 2008) Julie Grosse, technology marketing consultant, today announced the launch of www.juliegrosse.com. On the web site Grosse shares tips from her in-the-trenches experience and provides examples of successful marketing strategies for technology businesses at every stage of development.

Grosse has developed communications strategies for highly successful entrepreneurs for almost twenty years. "When a business tells its story well, it can be a real catalyst for growth," she said. "However, marketing for start-ups is always a challenge. There's no time and little budget yet young companies need bold, coherent communications even more than established businesses do. And older companies are faced with product acquisitions, company mergers and other changes in business strategy that require fresh new marketing approaches."

As a consultant, Grosse helps companies tell their story through a full range of marketing communications programs that make an impact, including advertising, brochures, business plans, direct mail, events and trade shows, presentations, press releases, and web sites. She started her web site to share her real-life experiences, insights and tips about marketing and entrepreneurs. "Past experience has taught me what needs to be done at each stage in a company's development to deliver the best return for time and effort," Grosse said.