



PRESS RELEASE

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QMP™ Associates, Inc. and The Steelhead Group form Marketing and Sales Executive Recruiting Services alliance

QMP™ Associates, Inc., a market strategy, business development and sales process consulting firm, and The Steelhead Group, an executive search firm, are pleased to announce an alliance to provide Sales and Marketing Executive Search and Recruiting Services. Both firms are located in Portland.

"As QMP™ has expanded its process deployments to an increasing number of firms, the need for recruiting support has become apparent. Clients have begun to look to us for requirements definition and expert screening. Recognizing we needed to complement that with experience and expertise in the basic search process, we found that The Steelhead Group filled the bill perfectly", said Jerry Vieira QMP™ CEO.

Dave Bonner, CEO of The Steelhead Group added, "Small-to-mid-sized business-to-business firms represent an under-served market opportunity. They have a significant need to improve the recruiting process and quality of candidates for their crucial Marketing and Sales positions. In addition to our expertise in the search process, we offer QMP™ clients access to a much broader pool of talent through our expanded network and contacts in different industries."

To assure the quality of newly-hired candidates, QMP™-recruited marketing and sales professionals will be QMP™ process-certified through the market strategy, business development and sales training programs offered by the firm.

QMP™ services clients in a geographic area from Chicago to Dallas in the Midwest and Portland to San Diego on the West Coast. The Steelhead Group has clients throughout the continental U.S.

QMP™ Associates, Inc. provides market strategy, business development, sales and management advisory services to small-to-midsized, business-to-business firms. More can be learned at www.qmpassociates.com

QMP™ Associates, Inc. is a Portland, OR-based provider of market strategy, business development and sales process consulting and training services for small to mid-sized, business to business firms. For more information about QMP™ Associates and The QMP™ Institute for Marketing and Sales Excellence please visit our website at www.qmpassociates.com.