



# Evolution Consulting Group, Inc.

Marketing solutions to evolve your business



## Our Company

Evolution Consulting Group, Inc., is a marketing company dedicated to finding innovative marketing solutions that generate exceptional and creative results for business growth.

With more than 15 years of experience in the areas of marketing and business development for the world's most renowned brands, including AOL, Discovery Communications, Inc. and National Geographic, Evolution Consulting Group, Inc. is a knowledgeable companion on your company's journey to success. We are committed to working closely with our clients to produce customized solutions. Specializing in forward thinking, Evolution Consulting Group, Inc., seeks and finds opportunities for growth and evolution for your business' future.

## Our Mission

Evolution Consulting Group, Inc. uses its expertise in marketing to illuminate pathways, open doors and guide businesses to growth. We empower companies to evolve.

"However our clients want to grow, we can help them get there."  
- Wendy McAllister  
President & CEO

## What We do

Our services include: Marketing Consultation, Analysis and Planning. Under our business development division, Evolution Consulting Group, Inc., offers: Brand Marketing, Event Marketing and Strategic Alliance Building.

**Marketing Consultation**— Evaluate your existing marketing efforts and needs.

**Market Analysis**—Analyze your target market.

**Marketing Planning**— Develop a comprehensive marketing plan that addresses your competition, budget, positioning strategy, brand, target market and launch strategy.

**Event Marketing**— Market and promote events to meet your marketing goals.

**Brand Marketing**—Cohesively market your brand at every point of business.

**Strategic Alliance Building**— Build connections, partnerships and alliances that create win-wins.

## Our Clients

Evolution Consulting Group, Inc. works with sole proprietors, small business owners, mid-sized companies, government agencies, and nonprofit organizations.

## What People Say

"Wendy McAllister of Evolution Consulting Group, Inc. is one of the most brilliant marketing and business development minds I've come across. She uses the perfect blend of experience and instinct to deliver high-quality work. In addition, her integrity and devotion to seeing a project through is what keeps her clients coming back for more. I highly recommend her to anyone who wants and needs an organized and thorough plan of action to move forward and evolve their business." -

**Dionne A. Dougall**  
President & CEO  
9th Sign Communications, Inc.

"Recently my firm aligned with Evolution Consulting Group, Inc. for a promotional project that involved event planning, media outreach and high-level audience development. I was looking for creative ideas, great contacts and a significant amount of resourcefulness. I got all that and more. Wendy McAllister has an amazing wealth of resources and an ability to think through ideas and connect dots that may not be obvious." -

**Celeste James**  
Principal  
Nneka Communications Int'l



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