



## Consultants 2 Go Featured in CEOCFO Magazine

*In order to keep their competitive edge in the market, Consultants 2 Go has expanded their services to include analytics.*

March 24, 2014 - In light of the expansion to analytics within their current marketing practice, Sandi Webster and Peggy McHale, founders of Consultants 2 Go, sit down with CEOCFO to discuss their marketing initiatives and the important roles of consulting and analytics within the changing world of business.

When discussing the C2G process and its success thus far, Sandi and Peggy give much credit to the accomplished and knowledgeable people they work with, both C2G staff and clients, as well as the concept of implementation. Peggy states that C2G consultants not only strategize and provide recommendations, but they also work side by side with the client to carefully implement the process. Additionally, Sandi mentions that Consultants 2 Go has acquired an analytics recruiter whose job it is to recruit top talent within the field.

"We are really expanding our analytic practice. We do analytics today, but because of the demand and because of how digital marketing is driving the need for speed, we are actually investing in and looking at some business intelligence tools that we may have at our ready to deploy for our clients. We are looking to really expand our analytics expertise into a true practice, where we will have a practice head who is going to be looking at the latest things in that area. This is a key initiative for 2014 and beyond." – Peggy McHale

Looking towards the future of marketing and analytics, another way Consultants 2 Go plans to stay on top of its game is by utilizing their strategic partnerships as well as the expertise of their clientele and carefully selected staff.

"We have many strategic partners and people who are top experts in those applications and industries. We leverage our partners and utilize their knowledge all of the time. They are more, I would say, into the details of all of these different applications. Therefore, we can call on them at any time to utilize their expertise. For us, we have some people on staff that is also very knowledgeable in applications and it is their job to stay on top of what is going on in the industry." – Sandi Webster

### About Consultants 2 Go, LLC

Consultants 2 Go® (C2G) is a minority, women-owned, management consulting company that provides marketing and analytics consultants to Fortune 500 and mid-sized companies in the Financial Services, Telecom, Insurance and Pharma industries on an interim basis or as an outsourced project. For more information contact C2G at [info@Consultants2Go.com](mailto:info@Consultants2Go.com) or go to our website at [www.consultants2go.com](http://www.consultants2go.com).