



## **World's First Marketing Operations Consulting Firm Marks One Decade in Delivering Marketing Effectiveness Results**

*In Spirit of Celebration, Marketing Operations Partners Opens Marketing Future Forum To General Public, Sponsors Marketing Agility Event at University of California Campus in Santa Clara*

Santa Clara, CA ([PRWEB](#)) August 05, 2016 -- Marketing Operations Partners, a leading innovator in advancing marketing organization maturity and impact, announced today two new developments aimed at catalyzing greater marketing-led accountability, alignment and agility in the enterprise.

On the local front, the company is sponsoring a Bay Area Marketing Operations Meetup event at the new University of California Santa Cruz Extension, Silicon Valley campus on August 8. In addition to celebrating the firm's 10-year anniversary, a group of marketing operations professionals will share their experience on the effective application of agile marketing and marketing agility approaches.

Of more global impact, Marketing Operations Partners revealed that its Marketing Future Forum, an interactive community launched on Leap Day this year to help marketers bridge silos, is now open globally to the general public, with subscription packages available for large, midsize and small teams, as well as individuals.

“Marketing Operations Partners has been at the forefront of helping companies like ours reduce chaos, maximize resources and achieve impactful results,” said Kate Chalmers, director of marketing operations at Hootsuite, a client of the firm. “They’ve provided mission-critical guidance to begin the process of building a strong marketing operations function that supports our company’s growth, scale and continuous improvement objectives. We applaud them for achieving this significant milestone and greatly appreciate their continuous contributions to evolution of the profession and the enterprise.”

Saad Hameed, self-service growth leader at Cloudfire has routinely sought counsel from Marketing Operations Partners during marketing operations and technology leadership stints at Sumo Logic, LinkedIn, VMware, Cisco and InsideView. “When it comes to disruptive thought leadership, I have to place Marketing Operations Partners in the top echelon of experts whose services are a hot commodity for companies that want to not just survive, but thrive,” said Hameed. “For the past decade, Marketing Operations Partners has provided an elite team of experts and best practice strategic insight that can help any smart company ensure their place at the top of the market.”

### **Marketing Future Forum Expansion:**

Initially available only to corporate members, sponsors and partners, the Marketing Future Forum is now open to the general public. A member-led and member-driven community, the Forum helps overcome stumbling blocks that inhibit marketing organizations. Designed as an interactive resource for teams to bridge silos and catalyze marketing accountability, alignment and agility initiatives, the Marketing Future Forum helps marketers build collective capability by challenging the status quo.

Bite-sized solutions, such as interactive dynamic workspaces, enable members to build business cases, vet options, discover new perspectives and immediately put compelling concepts into practice across an entire organization. By equipping members with the means to apply new ideas in practical ways that stick, marketers



are empowered through the Marketing Future Forum to learn, share and adopt new practices in collaboration with stakeholders. Different subscription packages are available for small, medium and large teams depending on the needs of the company. [More information.](#)

August 8 Bay Area Marketing Operations Meetup:

Marketing Operations Partners is sponsoring this month's Bay Area Marketing Operations Meetup in celebration of its 10-year anniversary. The Meetup will be held on Monday, Aug. 8 from 6 p.m. to 8:30 p.m. at University of California Santa Cruz Extension, Silicon Valley campus, 3715 Bowers Avenue in Santa Clara. The topic will be "Agile Marketing and Marketing Agility: Same or Different?" [Register or get for more information.](#)

About Marketing Operations Partners:

Marketing Operations Partners provides consulting services that maximize marketing organization effectiveness, efficiency and impact. Its specialties are the strategy, people and process aspects of performance, customer lifecycle, change management, marketing systems, resource efficiency, demand generation, governance, business intelligence, maturity roadmaps and centers of excellence. In addition to being the first consulting firm dedicated to the practice of marketing operations, Marketing Operations Partners has also been at the forefront of innovation in advancing the profession. Among its contributions to the field: the first Marketing Operations benchmarking study and the first university-level course, which is offered in classroom through UCSC-Extension and online. [More information.](#)



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