

As Seen In... Forbes, September 12, 2011

Gamma Partners Brings IT Chops, C-Suite Perspective, to Business Marketing Solutions

Gamma Partners brings business, marketing, and technology savvy together to solve problems and reach goals for clients.

The results are impressive. In one example, Gamma Partners designed a new user interface for a client's proprietary product to improve the user experience and increase product consistency and lowered the client's costs by 60 percent. In another case, the company redesigned a client's Web environment to improve search engine optimization and boosted conversion rates by nearly 100 percent. And now, says President LoriLee Sadler Bielski, Gamma Partners is moving clients into the emerging media space—mobile apps, social apps—to take information and problem-solving directly to their customers.

Gamma Partners is an interactive marketing and technology firm that develops tools to help clients engage with their consumer and business customers through custom desktop and mobile applications, websites and social media. "We provide end-to-end solutions, from online strategy to visual and experience design to technological execution and ongoing program management," Bielski says. "We have marketing prowess and IT chops."

The company, founded in 2004, has 30 employees, and all of the principals have held C-suite positions elsewhere. Gamma's in-house expertise spans a variety of disciplines. From design and technology to online marketing, Gamma is comprised of a well-rounded team of corporate leaders. Always with an eye on results-driven metrics, Gamma's solutions are constructed to

"Gamma would walk over hot coals for Midas. They are great partners. I trust them with my business because they provide me with creative solutions and alternatives that deliver measurable results. In return, they have seen additional scopes of work, our gratitude and a relationship/partnership we feel proud of."

—Jim Sherman, Director, Web and CRM, Midas International Corporation

provide a seamless brand experience in a customer-friendly environment. So, while Gamma Partners' practice is focused on interactive marketing and technology, the

alternatives so clients are well equipped to make good decisions.

One, Midas International, had this to say: "Gamma would walk over hot coals for Midas. They are great partners. I trust them with my business because they provide me with creative solutions and alternatives that deliver measurable results. In return, they have seen additional scopes of work, our gratitude and a relationship/partnership we feel proud of."

This is an exciting time for business, with more ways to reach customers and prospects than ever before. But at the same time, the environment is complex, and an expert resource is invaluable. Bielski says companies are trying to figure out how to leverage social media, which started out as personal space. "But what we are finding and industry is validating is that people are looking for trusted brands in their personal spaces."

Gamma Partners' clients are in a range of industries, including multilocation retail, higher education, finance, and health care—but only one client to a vertical. "We take pride in the strong principles that guide us to avoid conflicting priorities and competition across clients. These principles reinforce our commitment to genuine partnership with our clients," Bielski says.



LoriLee Sadler Bielski

staff's orientation is strongly business. "When we discuss marketing problems, we look at the broader business environment. Marketing challenges are business challenges. This holistic perspective provides value to clients year after year," Bielski says.

Gamma Partners' approach is educational, helping clients understand not only what to do, but why. The idea is to offer