



Brandeis University Appoints Ed Marsh to Advisory Board for Digital Marketing Masters Program

Consilium's Ed Marsh will serve on advisory board for Brandeis University's Graduate Professional Studies M.S. in Digital Marketing & Design degree

BOSTON, MA, USA, September 28, 2015 /EINPresswire.com/ -- Brandeis University has appointed Ed Marsh to the advisory board for its new M.S. in Digital Marketing and Design degree. Marsh is a [digital marketing consultant](#) and founder of [global consulting](#) firm Consilium Global Business Advisors, LLC.

Previously Marsh served on the advisory board for the University's masters program in Virtual Management where he drew on his global management experience and expertise in working with the distributed and virtual teams common among companies expanding and operating globally.

This new role will leverage Marsh's extensive experience in digital marketing. Consilium Global Business Advisors, LLC was an early HubSpot partner and in addition to his Inbound Marketing and HubSpot certifications, Marsh is a thought leader in the strategic application of digital marketing to global expansion goals.

"I'm really excited to be part of this innovative degree program," says Marsh. "Brandeis has moved to address a gap in advanced marketing education. This program will prepare a new breed of marketers – those who are specifically prepared to lead digital marketing teams and programs."

Digital marketing is increasingly important for companies as customer relationships evolve from a transaction to an ongoing interaction. Digital marketing becomes the vehicle for forging and nurturing the relationships, built on thought leadership and a commitment to helping rather than selling.

"As a [business development consultant](#) I see companies struggling to find leaders with the rigorous training and broad background necessary for digital marketing success in today's environment of information excess. And in my management consulting work I find few companies that have developed a vision and strategy for incorporating the power of digital marketing into corporate functions beyond demand and lead generation. Brandeis' M.S. in Digital Marketing and Design will prepare graduates to bring that vision to their employers."

"Our Advisory Board members are critical to our success--ensuring the relevance and currency of our programs. We are thrilled that Ed could join us as a member of the Advisory Board for one of our newest programs: the MS in Digital Marketing and Design," commented Ellen Murphy, Director of Brandeis Graduate Professional Studies.

About Consilium Global Business Advisors: Consilium assists American manufacturers in applying process excellence to their business development. In other words we help lean, well managed companies with rock solid bottom lines effectively and consistently grow their top lines to match. We work primarily with mid-size industrial manufacturing companies, guiding them through a journey of

designing and executing business grade B2B inbound marketing and focused, profitable global market expansion.

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Ed Marsh
Consilium Global Business Advisors, LLC
(978) 238-9898
[email us here](#)

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