

Kristin Luck Rebrands Consultancy, Advances Holistic Growth Strategy

Luck rebrands to Luck Collective and shifts to a comprehensive approach to company growth, encompassing sales, marketing, operations and everything in between

BEND, OR, UNITED STATES, October 18, 2016 /EINPresswire.com/ -- Kristin Luck, the industry leading expert in all aspects of business growth, has rebranded her consultancy to better represent the comprehensive growth strategy services she provides to clients. The [Luck Collective](#) has a foundation in Kristin's 20 years of experience in marketing measurement, operations, entrepreneurship and corporate growth, and provides a range of advisory services to thoughtfully lead companies to sustainable growth.

Kristin said, "As my consulting practice has evolved, I found that leading my clients to growth is an effort that requires a holistic strategy far beyond just sales and marketing. And it's a collective effort which is why I've shifted to this new approach, creating custom, multi-pronged strategies to guide clients to their own distinctive recipe for success."

Kristin draws on her varied business experience from her numerous industry roles that have ranged from analyst to entrepreneur and have included building and managing teams in operations, software development, corporate strategy, finance, sales and marketing. Her advisory method includes not only her own close partnership with each client, but also incorporates a carefully curated team of experts in research, marketing, public relations, branding and technology in order to effectively reach client goals. This network allows the Luck Collective to super charge businesses for growth.



Kristin Luck, Growth Strategist



Delivering excellent marketing strategy advice and helping us to grow our network through great introductions.

*Dave Carruthers, CEO of
Voxpopme*

On a basic level, Luck Collective guides company leaders through business transformation and expansion. The consultancy specializes in:

- Helping guide firms based outside the United States to successfully enter the U.S. marketplace;
- Positioning companies to take on a round of funding or prepare for acquisition;

- Pivoting firms that are flat-lining, or in some cases losing revenue, onto a successful business path.

Dave Carruthers, CEO of Voxpopme, said "Working with Kristin has been hugely impactful for our

business. As a technology company based in the UK wanting to break into the US Market Research industry she has been invaluable. Delivering excellent marketing strategy advice and helping us to grow our network through great introductions. Her support has allowed Voxpopme to really grow in the last 12 months.”

About Kristin Luck and Luck Collective

Kristin Luck is a serial entrepreneur and a globetrotting internationally recognized keynote speaker on marketing measurement. She’s a futurist and growth hacking expert, specializing in nontraditional marketing and branding strategies, and regularly contributes to both the commercial (Fast Company, Forbes) and academic press (Research World, Journal of Brand Strategy) where she explores emerging marketing and research methods. Kristin is consistently ranked as one of the top 100 sales and marketing experts to follow on social media. She most recently served as a partner and President/CMO of Decipher until its acquisition in 2014 and currently works as a growth strategy consultant for early and mid-stage companies preparing for funding or acquisition.

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