

# Ed Marsh Announces New Site For Strategy & Revenue Growth Consulting for Middle Market Manufacturers

*New Consilium website offers clean design and easy navigation to find strategy and revenue growth resources from consultant Ed Marsh*

BOSTON, MA, UNITED STATES, January 22, 2018 /EINPresswire.com/ -- Ed Marsh, professional speaker, author, consultant and founder of Consilium Global Business Advisors announced today that Consilium has published a new corporate website.



“Over the past three years my practice and client base have both evolved in parallel with technology. As a result the Consilium site neither reflected the nature of my speaking and consulting work with middle market industrial manufacturers, nor demonstrated digital marketing best practice. I always push my clients to consistently improve their most important growth tool – their website. I needed to do the same. It was time for change.” said Marsh.

The new site provides information on Ed’s [keynote speaking](#), topics and availability, as well as a variety of free resources around the [strategy](#), digital disruption and [revenue growth](#) themes on which his consulting work focuses with industrial manufacturing clients.

Industrial manufacturers today have common challenges. They struggle to reach prospects for sales discussions. Sell cycle and pipeline are unpredictable. Urgent daily priorities preclude strategic planning for digital disruption. Consilium’s updated site makes it easy to find guides and articles that provide insights for boards, management and sales & marketing teams wrestling with these issues.

The new site, [www.ConsiliumGlobalBusinessAdvisors.com](http://www.ConsiliumGlobalBusinessAdvisors.com) was planned, designed, migrated and launched in just over one month. It’s built on the HubSpot COS platform (Consilium is a tiered HubSpot partner.) The design and project were managed by Brand Builder Solutions, a digital marketing website design agency in Delaware founded and run by Joe Jerome.

“I’ve seen website projects for industrial manufacturers become so painful that they jeopardize their business to avoid wrestling with a website project. I’ve seen how Joe’s team routinely delivers effective lead generation sites with great user experience – on time and on budget without drama or hassle. They’ve made website projects easy for my clients, so Joe was the only call I made when I decided to upgrade.” concluded Marsh.

Joe Jerome added “Working with Ed and his clients has been incredible. Manufacturing sites don’t need to be sexy but they need to be easy for your visitors to get what they need. We found that most sites were ‘over-engineered.’ We took on the ‘engineering’ to make a system that’s easier for experts like Ed and his clients. Now they can easily make high impact customized experiences without a developer. We found that the industrial market in particular needs this simplicity and ability to change

the site quickly with no developer for a unique reason. Industrial manufacturers sell things that are changing frequently and hard to understand. You can't let a developer slow things down or the site stagnates. When the site stagnates so do sales."

About Ed Marsh: Ed has 25 years of experience in industrial marketing, sales & management. He's a HubSpot tiered partner and has helped a number of B2B companies achieve revenue growth success by coaching and developing their internal teams using this model. He's a graduate of Johns Hopkins, a former Army Airborne Ranger, NACD Board Director Fellow and member of the Association for Corporate Growth. He's also an experience international businessman and Export Advisor to American Express's Grow Global program.

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

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