

HubSpot Diamond Partner Orange Marketing Earns WBEC-West Certification, Renews SBA Women-Owned Small Business Status

Certifications expand opportunities in corporate supplier diversity and federal contracting.

NEWPORT BEACH, CA, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- Orange Marketing, a HubSpot Diamond Partner agency serving B2B companies and nonprofits, has earned WBEC-West certification and renewed its Women-Owned Small Business (WOSB) status through the U.S. Small Business Administration.



WBEC-West is the regional certifying partner of the Women's Business Enterprise National Council (WBENC) for the western United States and supports participation in corporate supplier-diversity programs.

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Being WBEC-West certified and a WOSB opens doors to opportunities we may not have had access to before. To me, it's about creating another path for Orange Marketing to grow and compete.”

*Rebecca Gonzalez, CEO,
Orange Marketing*

WOSB certification is issued separately through the SBA and supports eligibility for qualifying federal contracts. Together, the credentials broaden Orange Marketing's potential paths to corporate and public-sector work.

"Every certification we hold has to mean something beyond the seal," said Rebecca Gonzalez, CEO of Orange Marketing. "WBEC-West opens a door into corporate supply chains that are actively seeking women-owned partners, while renewing WOSB keeps the federal channel open. We wanted the ability to pursue both."

For corporate procurement teams, WBEC-West certification verifies that Orange Marketing meets a third-party standard for majority women ownership,

control, and operation. For federal agencies and prime contractors, renewed WOSB status confirms the agency's continued eligibility for qualifying direct federal contracts and subcontracting work.

The certifications follow a period of deliberate diversification for Orange Marketing. Earlier this month, the agency earned [HubSpot's Software Industry Specialist badge](#), its first industry specialization and recognition of nine years of hands-on work with B2B SaaS companies in Orange County. They are actively pursuing both manufacturing and nonprofit industry specializations as well.

The agency has also rebuilt its client base through direct outreach and partner relationships, a strategy Gonzalez says now extends to how Orange Marketing builds credibility outside the HubSpot ecosystem.

"We have been deliberate about building multiple paths to growth," Gonzalez said. "That means strengthening our partner relationships, deepening our HubSpot expertise, and pursuing credentials that help the right corporate and public-sector buyers find us."

The certifications add to Orange Marketing's growing body of third-party validation, including more than [158 five-star client reviews](#). To learn more about partnering with Orange Marketing, visit <https://www.orangemarketing.com> or connect with [Rebecca Gonzalez on LinkedIn](#).

About Orange Marketing

Backed by 158+ five-star reviews, Orange Marketing is a HubSpot Diamond Partner helping B2B companies and nonprofits drive growth through GTM execution, CRM automation, and RevOps. As AI Overviews and tools like ChatGPT fundamentally reshape how buyers research vendors, the agency has established itself as a leading voice in AI visibility, publishing playbooks and hosting webinars to help brands navigate the new era of search.

For more information, visit <https://www.orangemarketing.com>.

Monica Cavanagh
Orange Marketing
+1 949-998-4812

[email us here](#)

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