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Brian Fawkes
Marketing Professional



Customer Story

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Brian Fawkes is a marketing professional with scores of successes creating and managing brands and campaigns. He has done it all, from non-profits to start-ups to Fortune 100 companies. His association with the Fischer Group team spans nearly a decade, across multiple assignments.

“The most demanding projects, the ones that really test your patience, your commitment and your creative problem solving skills, are the ones that galvanize your business relationships. Those challenges make work interesting for me, and they show you who you can count on to deliver.” Brian has a way of finding those projects, and has developed a reputation for bringing order and simplicity to the process. “Developing a Smart Store with Fischer Group enabled me to offer a tool to employees across the company that was secure, cost-effective, available 24/7, and accessible from any computer. The Smart Store ensured that the materials for customers and

employees were the most current ones available so we didn’t have to be concerned about the liability of using something that was outdated.”

Creating calm from chaos is only part of what makes Brian great at his job. “When your operation works on all cylinders then, productivity across the organization soars. When you can consistently maximize the quality and quantity of your output, and have a team that is motivated and feels supported with the best tools, then you know your work is not in vain. Scott [Burford, President of Fischer Group] has helped me achieve that result over and over.”

Success has been reciprocal. With Brian’s help, Fischer Group has sharpened its development and reporting processes, and expanded production and delivery capabilities, making Smart Store tools relevant to a wide variety of industries doing business anywhere in the US.

If we can help you evaluate whether a marketing asset management solution makes sense for your business, or if you’d just like to know more about how marketing asset management solutions work and what benefits they provide, contact Scott Burford at 707-745-8151 or by e-mail at scott.burford@sbfischer.com.

Additional customer stories, white papers, and executive summaries can be downloaded from our website: www.smartstorepro.com.

