

**Julie Hunt ♦ Software Strategy Consultant & Analyst**

Market Intelligence ♦ Strategic Product Marketing & Management ♦ Business Technology Analysis

512-396-5641 – San Marcos office

512-461-7219 – Mobile

[jhunt@juliehuntconsulting.com](mailto:jhunt@juliehuntconsulting.com)

**CONSULTING SERVICES**

**Innovative understanding of what it takes to sustain success as a Software technology company**

**Analyzed Information in Context leads to strategic insight and better decision-making**

- Market Intelligence: Positioning, Selling strategies, Competitive Response, Early Warning
- Refinement of target markets and segments for increased selling dominance
  
- Future product direction and programs to monitor change drivers
- Guidance for Market-driven strategy and growth
- Product roadmap risk management
  
- Strategic takes on Customer Relationship Selling techniques
  
- Perspective analysis for management on key product / market decisions and for integrating market insights with a broader business context
  
- Competitive landscape and competitor analysis studies
  
  
- “Tough Love” Executive Briefings
- Implementation and hand-off of on-going processes for client programs

**Contractor- and project-based quoting and engagements**

[www.juliehuntconsulting.com](http://www.juliehuntconsulting.com)

*“Strategy is **not one overall vision** – it is composed of a pattern of functional activities and policies defined at corporate level and enacted by business units. Many varied and frequent adjustments to **the strategy** may be needed.”*