

About The Pedowitz Group



PEDOWITZ
GROUP

Who We Are

Digital Revenue Drivers

Founded in 2007, The Pedowitz Group is an innovative consulting group laser-focused on a single goal: to change how companies grow revenue in a digital world. We do this with a world-class team of consultants who blend strategy, technology and execution expertise together to engineer digital revenue.



What We Do

Empower Clients to Transform

With our proven RM6 methodology, we help companies drive repeatable, predictable and scalable revenue in a digital-first world.



How We Do It

From Strategy to Execution

We provide revenue operations services across strategy, technology and execution that power digital transformation, accelerate customer intimacy and drive business results.

Strategy Consulting	Technology Consulting	Execution Services
<ul style="list-style-type: none"> Transformation & Capabilities Growth CoE & Demand Generation Business Process Optimization Content Strategy & Operations Program & Campaign Planning Lead Management Optimization Account-Based Marketing Journey Mapping, Buyer Personas ICP Segmentation GTM Strategy 	<ul style="list-style-type: none"> Assessments Selection, Implementation (M)Architecture Design & Integrations Marketing Automation & CRM Multi/Omni Channel Experiences Migrations, Consolidations & Optimization Advisory and On-Demand Expertise 	<ul style="list-style-type: none"> Managed Services Marketing Operations Administration Multi-Channel Campaign Strategy & Execution Staff Augmentation / FTE Equivalent Inbound Marketing Analytics and Insights Demand Generation Tactics Account-based Marketing Execution

Why Choose TPG?

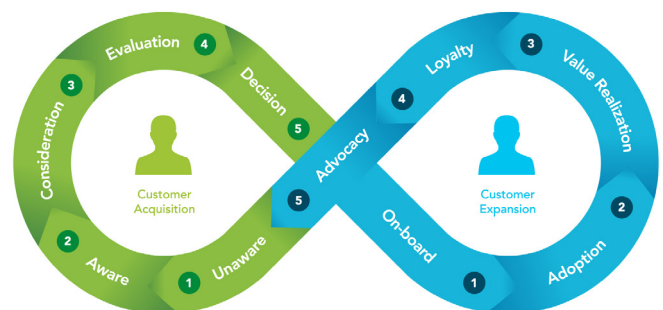
Measure Results, Not Tasks

Our work is not measured by task or deliverable completion. It is measured in value. We are passionate about driving measurable results as identified by our clients at the beginning of every engagement. And if you are not satisfied with our work, we'll do it again free of charge.

Not An Average Agency

Say No to Funnels and Yes to Customer-Centricity

We believe that the customer is the absolute center of revenue growth. Our relationship-oriented, customer-focused Loop model enables our clients to maximize lifetime value and deliver sustainable revenue results.





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Industries We Serve

From B2B Startups to the Fortune 500

Financial Services 	Sports and Entertainment 	Business
Industrial Manufacturing 	Staffing 	Healthcare
Hospitality and Retail 	Higher Education 	Technology
	Media Publishing 	

Teams We Engage

Key Functions for Revenue Operations

Sales + Channel	Marketing	IT
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"We empower our clients to transform legacy revenue models in a customer-centric, digital world. Our world-class consultants engineer digital revenue operations by blending strategy, technology, and execution... If you are not satisfied with our work, we will do it again at no charge. If you are still not happy, you won't pay for it."

Jeff Pedowitz
President & CEO

TPG by The Numbers

Decades of Experience + Performance

1,500+ Clients Served Worldwide

2,500+ Campaigns/Programs Launched

\$1T+ In Marketing-Sourced and Influenced Revenue Generated

50+ Awards Won by Our Customers

600+ Certifications Held by Our Consultants

About The Pedowitz Group

Business Consulting

Strategy, Process and Transformation

Our strategy services are revenue-focused. Based on a digital-first, customer-centric origin, we help accelerate lead management, help design and execute multi-channel campaigns, design and deploy account-based approaches and create transformational roadmaps using our proven methodology.

- Transformation & Capabilities Growth
- CoE & Demand Generation
- Account-Based Marketing
- Revenue Operations Optimization
- Content Strategy & Operations
- Program & Campaign Planning

Technology Consulting

Implementation, Management, Optimization

Technology consulting that is guaranteed to help you get real return from your tech investment. No matter your system(s), our consulting boasts certified, practicing experts who will help you fully-leverage everything available to you for greater success.

- Assessments, Selection, Implementation
- MarTech Design & Integrations
- Marketing Automation & CRM
- Multi/Omni Channel Experiences
- Migrations, Consolidations & Optimization

Established Partnerships

Industry Leading Technology Partners for Digital Revenue



















Demand Generation Services

Marketing Ops, ABM and Multi-Channel

From full-time staff augmentation to executive advisory, we will manage your systems, campaigns and technology so you can hit the ground running without having to lose time finding the right talent. Supplement your team with seasoned experts who execute campaigns that meet revenue objectives but also effectively engage customers according to their interests and needs.

- Managed Services and Advisory
- Marketing Operations
- Multi-channel Campaign Execution
- Staff Augmentation
- Inbound Marketing