

History



Formed in 1998 by Jacqueline Ganim-DeFalco, a former international Marketing & Business Development executive with NYNEX & GTE -1981-1998.

Company Mission

Marketing Recon partners with executive teams to create marketing and new business strategies and programs that facilitate new market development and business growth.

Client Profile

Primarily operating in the BTB market. Emerging Growth (+\$15M revenues, private, venture backed, and public companies)

Client Examples:

Circlcs, WebCT/BlackBoard, Iron Mountain Digital, Demandware, Connected/Iron Mountain Digital, Wimba, North Bridge Venture Partners, Rockport Mortgage Corporation, TTI, Inc.

Professional Highlights through 1998

**NYNEX** Corporate Business Development: Designed & implemented the first New Business plan including due diligence for early venture investments and acquisitions  
 International Company – founding team; Developed and closed first **International** project in Shanghai, PRC  
 Managing Director, Asia/Pacific Region  
**Yellow Pages** - Director of Advertising, Promotion & Corp Communications; International expansion – Eastern Europe  
**BigYellow** - Interactive: Online Partners Program  
**GTE Interactive** - Marketing Director Superpages.com

Professional Speaking/Publications

Boston University: Women’s Leadership Forum – Powerskills Business Plan Bootcamp – “Networking your Business Plan”  
 Babson MBA – “Relationship Management – A Life Event”  
 Business School Consortium – PowerSkills for Personal Leadership  
 Boston Herald/Women’s Business: *Attorney Partnerships make Business Partnerships; Building Customer Advisory Boards; Conduct Reconnaissance to Test Value; Marketing Missionaries*

Communities of Interest & Boards

Leadership: Society for the Encouragement of the Arts (seARTS Cape Ann), Chair, Cape Ann Artisans Open Studios, Sawyer Free Library, Corporator



*Member: Cape Ann YMCA (former Board Member); BIAA of Kappa Kappa Gamma, (former President); Emory Alumni; Stern Alumni; Bass Rocks Golf Club, seARTS Board; American Club of Hong Kong.*