



## **PROFILE: THE BIZMARK GROUP INC**

The BizMark Group and its founder and chief strategist Joanna Broussard works with businesses, organizations, and individuals to create digital and traditional marketing and communications programs that support clients in strategically differentiating themselves when forced to market similar services or products in head to head competition. We use research, analysis, planning, targeting, positioning and messaging as the base tools from which to create the leverage necessary to meet the client's goals.

The company has serviced a diverse group of B2B/B2C clients in a variety of industries including healthcare, environmental, banking and financial services, legal services, real estate, consumer products/retail, education, insurance, tourism, professional and public sector services, computer technology, music, cultural and performing arts organizations and the not-for-profit sector.

Now headquartered in Chicago, with an office in New Orleans, The BizMark Group partners with a national network of marketing and communications service professionals to meet clients' specific needs.

### ***Clients (past and present)***

#### **Food & Beverage/CPG**

Coca-Cola Enterprises, Inc.  
Coca-Cola USA  
Ruth's Chris Steak House (Worldwide)  
Barbe's Dairy, Inc. (Deans Foods)  
The Seven-Up/RC Bottling Company of Louisiana  
Pepsi/Seven-Up Bottling of Louisiana

#### **Professional/Business Services**

Civic Consulting Alliance  
Baker & McKenzie LLP  
Deloitte LLP  
Alerion Partners, LLC  
National Private Client Group LLC  
Bloom Legal, LLC  
Greentarget Strategic Communications LLC  
Catalyst Communications  
Ashton Partners  
Katz & Columbus  
Leasing Technologies, Inc.  
VisionFire Coaching  
In The Event/ITE Group  
Adams & Reese LLP  
Castano Tobacco Litigation (Worldwide)  
Herman, Herman & Katz LLC  
ConPac, Inc.  
Southern Research, Inc.  
Bank One (Chase)  
Century Graphics, Inc.

#### **Environmental**

Waste Management, Inc.  
Entergy Thermal  
Float, Inc.  
Industrial Environmental Liners, Inc.  
Texaco, Inc.

#### **Hospitality/Tourism**

The Sheraton Hotel  
The Margarita Inn (Evanston, IL)  
Freedom Travel LLC (Alexandria, LA)  
Ernest N. Morial Convention Center  
The Greater New Orleans Tourist & Convention Bureau  
New Orleans International Airport  
The Jazzy Cabby Training Program

#### **Governmental/Economic Development**

State of Illinois/Governor's Office & The Department of Commerce & Economic Opportunity  
Civic Consulting Alliance  
The Downtown Development District  
St. Tammany Levee District  
GNO, Inc./Tricentennial Celebration Media Committee  
The MetroVision Economic Development Regional Partnership  
The Business Council/New Orleans & The River Region  
The Chamber/New Orleans & the River Region  
The City of New Orleans  
KPMG/Peat Marwick

#### **Arts/Culture, Entertainment & Sports**

The Allstate Sugar Bowl  
Bach & Beethoven Experience  
Jane A. Ward | Author  
The New Orleans Symphony  
The Louisiana Philharmonic Orchestra  
Crescent City Classic 10K Road Race  
The Arts Council of New Orleans  
Crescent City Motorsports, Inc.

NFL/SuperBowl  
NCAA Final Four  
parti-line, L.L.C.  
Young At Heart Racing Team

**Non-Profit/Education**

Northwestern University/CLP Institute  
Friends of the Edgewater Library  
The Pro Bono Project  
Pro Bono Center for Disability & Elderly  
National Association of Pro Bono Professionals  
Minority Legal Education Resources, Inc.  
The Susan B. Major Foundation  
The London Project Foundation  
The Center for Spiritual Living  
Frank Lloyd Wright Preservation Trust  
Frank Lloyd Wright Building Conservancy  
The Salvation Army  
The Urban League  
Big Brothers/Big Sisters  
Unity Temple of New Orleans

**Real Estate/Retail/Wholesale**

The Rouse Company (now part of General Growth)

DeBartolo Propertries, Inc.  
Hines Real Estate Interests, Inc.  
Metropolitan Life Real Estate  
The Jackson Brewery Millhouse  
Young At Heart Handmade Toys

**Health Care/Fitness**

Hollister Inc  
Studio for Change, Inc.  
Corporate Soul, Inc.  
Citywide SuperSlow, Inc.  
The Gluten Free Food & Allergy Expo (AU)  
Ramsay Healthcare, Inc.  
OSF St Anthony, Rockford IL (Merger Crisis)  
AMI/Lifecare Managed Care  
AMI/Doctors' Hospital of Opelousas  
McGlinchey Stafford PLLC

**Technology**

Kaul Sales Partners  
Microtel, Inc.  
IDK Technologies, Inc.  
CLI Systems, Inc. (Tampa, FL)  
Stress-Free Business Solutions LLC

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