

[Social Media Release](#)

Social Business Consulting Group (Sobizco) Changes The Way Executives Look At Social Media



Seventeen Social Media Strategists Unite To Form the World's Largest Social Media Consulting Firm

03.14.2011– Palo,Alto, The Social Media Consulting Group (Sobizco), founded by a team of 17 social media strategists from the U.S., Europe, and Asia Pacific, announced the launch of its consulting practice. All founding partners and an additional 20 social media consultants practice a unified methodology, as taught by the Social Media Academy. Different members of this global team have been working together for several years on diverse corporate social media consulting engagements and are now combining their experience to deliver enterprise-level social business consulting services worldwide."

The firm commences operations with a team of approximately 80 consultants, ending today's social media dilemma where tens of thousands of social media consultants don't speak "enterprise" and the traditional business consultants don't speak "social media". The Social Business Consulting Group focuses on social media audits, strategy development, engagement planning, solution implementation and strategy execution services. Each founding partner has profound management experience from companies such as BHP, Dell, Franklin Tempelton, Fujitsu, GE, IBM, Oracle, Rockwell, Southwest Airlines, Sun Microsystems, Symantec, Synnex, and Western Union.

"Once an executive decides to transform their organization into a more engaging company, attracting more customers through advocacy and user-generated content, those leaders are quickly challenged to develop a strategy that works not only for hundreds of managers and thousands of employees, but also for possibly millions of customers. The Social Media Consulting Group offers a complete series of tried and tested methods, models and frameworks to tackle large and complex projects including the most challenging of situations facing businesses," states co-founder Axel Schultze.

"Social media has provided enormous economic benefits to businesses around the world including growth in market share, reduction in product launch cost, reduction in support costs, increased brand reputation, improved customer experience models, higher ROI on marketing expenditure, along with faster and more precise insights into market trends in B2B as well as B2C situations," explained co-founder Wendy Soucie.

<http://www.pitchengine.com/socialbusinessconsultinggroupsobizco/social-business-consulting-group-sobizco-changes-the-way-executives-look-at-social-media/132077/>

The group is already working with progressive clients including SAP, EMC, Qwest, Oracle, which has necessitated the need for a much larger social media consulting organization that is capable and skilled to tackle global projects.

The firm can be reached via their website and social presences at <http://sobizco.com/>

#

The Social Business Consulting Group is a global management consulting firm with focus on social media. The firm's purpose is to help executives create an exceptional competitive advantage by leveraging social media. The strategy consulting focuses on a holistic approach where all market facing departments leverage social media to create a mutually beneficial business relationship with the constituencies of their respective ecosystem.

Social Business Consulting Group is considered a thought leader in applying social media in large corporations. The consultants help business leaders and their teams to make strategic business decision and create measurable economic success.

The Social Business Consulting Group is based in Palo Alto, California. For more information go to <http://sobizco.com>

Wendy Soucie's Bio

Wendy Soucie, founding partner, national speaker/trainer and certified social media strategist has six years experience in social media strategy primarily in the field of social media for business development and social selling. Wendy's main areas of industry expertise are in the technical products, manufacturing and professional services industries. Prior to co-founding Social Business Consulting Group, Wendy founded her own social media practice, and provides social media strategy in a joint venture with End Result Marketing. Wendy has sales, business development and marketing experience gained over the past 30 years working in selling environments that include OEM, Distributor, Manufacturers' Representative, and Professional Services. Her clients included Harley Davidson, Bucyrus Erie, University of Wisconsin, Wisconsin Electric Power, Alliant Energy, and Fairbanks Morse. Wendy has a BS in Mechanical Engineering from the University of Rhode Island.