

[Social Media Release](#)

Soucie Becomes Founding Partner of Global Social Media Consultancy, Sobizco

Wendy Soucie as a founding partner extends the Social Business Consulting Group with a blend of social media, product management and engineering expertise.

MADISON, WI (Mar. 16, 2011)— Social media consultant Wendy Soucie stepped onto the world stage this week, as she entered into an agreement to become one of Social Business Consulting Group's (Sobizco) founding partners. Sobizco, a global social media and business consulting firm, is the brain child of co-founder Axel Schultze.

Schultze, who is also founder of the Social Media Academy says, "This group of 17 social business consultants covers the U.S., Europe and Asia Pacific. Each is a certified social media strategist with hands-on industry experience from companies such as Oracle, Dell, Western Union, GE, Southwest Airlines, Rockwell, Symantec and Franklin Templeton. These founding members have been selected for their expertise in applying social media to the goals of business and for their particular areas of specialization."

Social media has provided enormous economic benefits to businesses around the world, including growth in market share, brand reputation, improved customer experience, higher return on marketing investments and reduced support costs—all resulting from more engaged customers. Sobizco's services include social media auditing, strategy development and engagement planning, as well as technology consulting and a wide range of implementation services.

"Sobizco is a powerful team that will enable Fortune 1000 and other large companies to embrace social media with effective business results while benefiting customers and avoiding the high-profile mistakes made by so many companies in recent times," says Soucie. "The company offers methods, models and frameworks to tackle large, complex projects and challenging situations."

Schultze explains. "Once corporate business leaders decide they want to become a more compelling organization that attracts customers, those leaders are challenged to develop a strategy that works not only for hundreds of managers and thousands of employees—but also for possibly millions of customers."

Soucie elaborates on her area of specialization, "The benefits of social media have not been limited to the business-to-consumer space. Increasingly, I find B2B clients exploring how social business can improve their profitability and brands."

Schultze adds, "With forward-looking clients including SAP, EMC, Quest, Oracle and many others, we experienced the need for a larger social media consulting organization that is capable and skilled enough to tackle these rather challenging projects. We are not focusing only on the already well-represented 'social media darlings,' but we are set to help the many banks, telecommunication firms or other large organizations that might have a negative brand image and can no longer hide behind paid market research, advertising click-rates and compliance requirements."

Wendy Soucie advises clients using a disciplined methodology and process for social media assessments, strategy and plan development. She trains clients to create social business relationships and use social media tools through private training customized for companies. Soucie holds her Bachelor of Science degree in engineering from the University of Rhode Island, Kingston, Rhode Island. Wendy is a Certified Social Media Consultant and faculty member of the Social Media Academy.

"The addition of Wendy Soucie as a founding partner extends the Social Business Consulting Group with a blend of social media, product management and engineering expertise" added Sobizco co-founder Axel Schultze.

About

The Social Business Consulting Group is a global management consulting firm with a 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 decisions and create measurable economic success.

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

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.