



## Bio of Principal Joel Alpert

**Joel Alpert combines specialized marketing expertise to help large and small companies produce exceptional business results. Joel is one of a small group of consultants certified by the Center For Direct Marketing as a Professional Direct Marketer. He's an organizational strategist who employs cutting-edge thinking skills for developing insightful Business Strategy, Positioning, and Marketing Tactics. He's an award-winning Creative Director and Copywriter. And a Certified Business Communicator.**



Joel has developed actionable strategy, positioning, and award-winning copywriting and design for a wide variety of products and services. He's a specialist at lead generation, direct sales, creative execution, strategic development and implementation, and other complementary skills. And has over 20 years of marketing experience in business, consumer, non-profit and industrial markets... working with large and small organizations.

His exceptional experience includes everything from publications to high tech...financial services to food...manufacturing to telecommunications. Joel has worked with companies such as Atlanta Gas Light. BellSouth. Conde Nast. Doubleday. Equifax. GTE Wireless. Helen Keller International. Investor's Business Daily. Kimberly-Clark. Michelin. Six Flags. SunTrust Bank. And many more large and small companies.

Joel started his professional career in New York City in Journalism, as a reporter, graphic designer, then newspaper editor. He then joined the creative departments of top Direct Marketing agencies, including Rapp & Collins, a division of Doyle Dane Bernbach...and Stone & Adler, a division of Young & Rubicam. In Atlanta, he has held senior positions in the creative departments of Ogilvy & Mather Direct, Tucker Wayne/Direct, and Kaiser Kuhn Bennett.

Over 15 years ago Joel started MarketPower, a unique marketing consultancy that blends consulting firm and virtual ad agency. He combines diverse experience to do something unheard of in the marketing field: he develops and integrates practical *business strategy*...focused *positioning*...and targeted *creative campaigns*. Joel enjoys creating short-term successful campaigns...and his passion is to create *sustainable success*.

Joel works with companies in Atlanta and across the country, synchronizing business and management strategies...marketing tactics...award-winning creative execution, and more...to help companies produce their business and communication goals more efficiently than ever before.

*Joel's company, MarketPower, helps you energize your marketing.*