

VisionEdge Marketings Celebrates 25 Years of Excellence: A Journey Marked by Innovation and Achievement

[Austin, TX – June 14, 2024] – VisionEdge Marketing, a trailblazer in developing customer-centric growth strategies and measuring marketing performance, proudly commemorates its 25th year in business. Since its inception in 1999, the firm has been at the forefront of innovation, consistently delivering groundbreaking solutions and garnering industry recognition for its contributions.

"We are honored to celebrate this significant milestone in our company's journey," said Laura Patterson, Founder and CEO. "It has been our privilege to service over 300 customers. We extend our heartfelt gratitude to our customers, partners, suppliers, advisors, and team members who have played a pivotal role in our success," added Laura. As we celebrate this milestone, we reaffirm our commitment to excellence, innovation, and unwavering dedication to our mission to help our customers succeed and grow."

Over the past 25 years, VisionEdge Marketing has evolved, adapted, and thrived. VisionEdge Marketing's journey has been marked by numerous achievements and milestones, each contributing to its reputation as a thought leader and growth expert. Among the highlights from VisionEdge Marketing's history are:

- **Certifications and Awards:** The company's induction into the CX Hall of Fame and recognition by Engati as a Top 50 Brand Ambassador and among the 200 Most Powerful Marketing Influencers solidified its position as a thought leader in customer-centricity.
- **Research and Partnerships:** VisionEdge Marketing's collaborations with esteemed institutions like The University of Texas at Dallas have led to groundbreaking research initiatives, such as the 2021-22 Marketing Organization Value and Performance Management Study. These endeavors underscore the firm's dedication to advancing the field of marketing performance management.
- **Innovative Solutions:** From the introduction of its patented Accelance® SaaS application to the Circle of Traction framework presented in the book *Fast-Track Your Business: A Customer-Centric Approach to Market Growth*, VisionEdge Marketing has consistently pushed the boundaries of innovation, empowering organizations to achieve unprecedented success in their customer-centric growth endeavors.

As VisionEdge Marketing looks ahead to the next chapter of its journey, it remains steadfast in its commitment to delivering unparalleled value to customers, driving innovation in the

strategy landscape, and enabling our customers to leverage customer-centricity best practices.