



## **Smarti Solutions Launches to Bring Businesses Together with Best-in-Class Service Providers**

NEW YORK (February 19, 2002) - - Designed to bring buyers and sellers of marketing services such as creative development, branding, public relations, media planning and call centers together in an innovative outsourcing model, Smarti Solutions today announced its official launch. Founded by industry expert, Michele Harris, Smarti Solutions is headquartered in New York City.

In unveiling the Company, President and Chief Matchmaker, Harris stated, "We're representing a group of talented small business, varying in size from solo practitioners to mid-size companies, that provide top level talent through of range of marketing disciplines across a range of budgets. Smarti Solutions is one stop shopping for the best, high-level talent for each marketing discipline, at each level of service."

She continued, "In any economy, identifying the right resources for your critical marketing programs is a challenge. We do the leg work for our customers – that is, evaluate their needs and present tried and true vendors with stellar credentials that can get the job done, on time and on budget."

Rather than to engage one full-service agency with enormous overhead, Smarti Solutions' outsourcing model enables businesses to select only the talent they need, a la carte style. Many of the service providers represented by Smarti Solutions are senior practitioners who have left the larger agencies to open smaller organizations, but lack formal business development representation. Smarti Solutions represents these vendors, matching their business development objectives to clients' marketing programs requirements.

Prior to founding the company, Harris was an account services and strategic partnerships executive with 12 years experience spanning a spectrum of marketing disciplines including promotions, traditional and interactive marketing. She led business development for agencies including Lowe Live, Blue Marble and K2 Design, and has managed client services for agencies including K2 Design, DCA Advertising and K&L Partners. Her portfolio includes strategic marketing and advertising programs for clients including Bayer, Bell Atlantic, Hewlett Packard, Planet Direct, Standard and Poors, Varsitybooks.com, Wavetop, Canon, Japan Airlines, Castrol, Chemical Bank and Hill's Pet Nutrition.

For more information about Smarti Solutions, please visit [www.smartisolutions.com](http://www.smartisolutions.com) e-mail [info@smartisolutions.com](mailto:info@smartisolutions.com) or call 212.751.5456.

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