

Define Your Brand, Deliver Your Promise

When Smarthinking, the global leader in online tutoring, sought to strengthen their market position and drive sales, they engaged **Wendt Partners**. Working with the company's executive team, Wendt Partners developed a comprehensive BrandPlanning™ strategy, created a new brand identity, designed a customized website, and dramatically increased employee involvement in areas that could align Smarthinking's brand for growth.

“Wendt Partners did a superb job of educating all of our stakeholders while leading us through the strategic branding process. They helped us shape a stronger vision for the company, and as a result, our new brand strategy flowed naturally and positioned Smarthinking in the strongest possible light.”

■ **Kathy Clark**
President & CEO, Smarthinking Inc.
Chair Emeritus, Northern Virginia Technology Council



▶▶ Download our free guide, **Brand-Driven Leadership: Ten Essential Strategies for Business Growth** at www.wendtpartners.com/smartceo.

wendt Partners
Implement **innovation**™

New York Office
44 West 28th Street, 8th Floor
New York, NY 10001
Tel 212.905.3580 Fax 212.905.7710

Washington, D.C. Office
2011 Crystal Drive, Suite 400
Arlington, VA 22202
Tel 703.682.6880 Fax 703.682.6804