

FOR IMMEDIATE RELEASE



Media Contact:

Veronica Wolf  
Director of Marketing  
[vwolf@collaborative.com](mailto:vwolf@collaborative.com)

**Collaborative Consulting Appoints Martha Crow as  
Senior Vice President of Sales and Marketing**

*Executive hire to head Collaborative Sales and Marketing team*

**Burlington, MA - March 30, 2015** - Collaborative Consulting, a professional services consultancy that delivers business and technology capabilities to accelerate an organization's performance, today announced the appointment of Martha Crow as a Senior Vice President of Sales and Marketing.

In her role, Ms. Crow will be responsible for driving sales and marketing for Collaborative's entire portfolio and leading their continued expansion into the Mid-Atlantic region. Her proven track record of translating client value into long-term growth makes her uniquely qualified to help grow Collaborative's presence in this market and establish long-term relationships with the area's businesses.

"I am excited to join the Collaborative Consulting team and grow our brand and expand our footprint within the Mid-Atlantic region," said Ms. Crow. "My experience has shown me that with an entrepreneurial spirit and drive to succeed, organizations can implement processes that effectively manage and increase revenue. It's my job to guide decision makers towards the solutions that will be most effective in growing their businesses."

Ms. Crow brings more than 20 years of experience in sales and marketing across a variety of industries to this role. She most recently served as the Senior Vice President of Global Enterprise Solutions for Lionbridge, where she was responsible for global strategy, and increasing large client revenue outside of the core translation business. In 2012, she launched their Enterprise Crowdsourcing practice, which is one of the newest, fastest growing and most profitable business units within Lionbridge. Prior to that, Ms. Crow was the Executive Vice President of Global Solution Sales at Dextrys, and a Vice President and General Manager of Keane, Inc. (now NTT Data).

"As Collaborative continues to grow and evolve, it's critical to bring in the right people, in the right geographies," said William Robichaud, CEO, Collaborative Consulting. "Ms. Crow has a set of polished, specialized skills, and comes with a fantastic reputation as an innovative and creative professional with a proven track record of success with both public and emerging companies, contributing at both strategic and operational levels. We're extremely pleased that she has joined our team."

## **About Collaborative Consulting**

Collaborative Consulting is a business and technology consulting firm headquartered outside of Boston, in Burlington, Massachusetts, with offices in New Hampshire, New Jersey and Pennsylvania, and a solution center in Wausau, Wisconsin. Collaborative delivers a comprehensive set of solutions focusing on business process and program management, information design and management, software solutions, and software performance and quality, with a set of focused industry services including the life sciences and financial services industries. With over 400 employees, Collaborative designs, architects, builds, plans, and implements technology-driven solutions at many leading enterprise- and mid-market sized companies. For more information, visit: <http://www.collaborative.com/>