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Madison-based E.M. Wasylik Associates LLP adds new global marketing expert to team

Madison, WI – January 15, 2016 – Brooke Fawcett has joined E.M. Wasylik Associates LLP (EMW) in the role of International Marketing Lead. EMW is a firm that assists businesses of all sizes with the intricacies of international business; Brooke will guide marketing strategies and tactical communication efforts for various EMW projects around the globe.

Brooke is an experienced professional with a successful history of creating marketing strategies and leading project execution for clients, with the end result of expanded growth, sustainability, and positive ROI. Her deep marketing background has taken her from working with small startups to large corporations, and she has created and implemented both B2B and B2C marketing strategies. Brooke earned an MBA from Thunderbird School of Global Management. She holds a bachelors degree of science with a focus in marketing, and has a working knowledge of both French and Spanish.

EMW works with clients around the world on projects that include international business strategy/model formation, country market entry and development strategy, sales, marketing, legal, accounting and regulatory issues, and organizational development.

"We are thrilled to have Brooke join the EMW team, as she has a strong background in helping small to medium size businesses develop and implement global marketing strategies," stated Ken Wasylik, Managing Partner of the firm. "In diverse locations including Mexico and Asia, Brooke has worked with and delivered results to companies in many industries. She has deep experience in a wide span of marketing tactics that include foreign market research, global brand building, digital marketing, PR, and marketing operations. Importantly, she has true passion for helping global companies build and grow their businesses across borders, into geographic areas where the brand is likely not well-known. She is already a big asset to our team and to our clients, and clients are excited to work with her as she leads their efforts to develop and execute 2016 sales and marketing plans in a cost effective way."

About EM Wasylik LLP

E.M. Wasylik LLP offers a full-range of tactical to strategic international business and financial services to firms that aim to expand their global business sales and operations. Founded in 1998 by Ed Wasylik and Ken Wasylik, two CPAs with decades of experience and track records for assisting businesses grow in revenue and profitability, the firm focuses on clients expanding their Business Across Borders™.

More information at www.emwasylik.com or (608) 850-5643.

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