



THE ART OF MARKET ASSESSMENT

By Bridge Carney

Jun 7, 2016



California Lutheran University, Westlake Village Entrepreneurship Center

31416 Agoura Road, room #107B, Westlake Village, California 91361

Jun 7, 2016, 6:30 pm Pizza, 7:00 pm talk

Registration at this site <http://marketassessment.eventbrite.com>

\$5 for members, \$15 nonmembers

Workshop description

Your business is providing, or will soon provide, the best product or service! Customers will come in great numbers...or will they? By including continuous Market Assessment in your routine operations, you will be better prepared to realize your hope and/or maintain your success in our world of ever changing markets. Bridge Carney will look at the Art of Market Assessment and how to replace some of that hope with real information. The presentation will review the more universal basics of Market assessment, used in successful large and small business, such as competitive analysis, TAM research, the value of FTF input and choosing your Go-to-Market strategy.

Biography

Bridge Carney has a unique, '3-spoke' career wheel of experience as Director and VP roles with high-technology solution providers companies ranging in size from startups to multi-national operations. The first 'spoke' was his broad range of responsibilities and experiences on the Engineering side in the very first days of microcomputers. Due to his personal ability to easily translate technical terms, concepts and problems into easy-to-understand language for non-technical management and clients, his interest moved him to Marketing where his responsibilities, in the then exploding world of PC peripherals, included developing new product specifications and market directions. In the third 'spoke' of experiences, Carney took to the 'dark side' by accepting a rare challenge and became a top salesperson and later managed Sales teams and Sales Operations in several companies. He credits drawing on his earlier experiences in Engineering and Marketing to his achievements in securing and maintaining multi-million dollar sales business in his Sales assignments.