



Contact: Jared Mikacich
Tel: 916-996-7269
Email: jaredmik@gmail.com

FOR IMMEDIATE RELEASE

OUTSOURCING: NOT JUST FOR PIECES OR PARTS ANYMORE
Partnering with sales & marketing experts to create new management solutions

A few industry insiders recently formed a Sales and Marketing Group to provide an alternative to marine supply companies. The driving force behind JLM, west coast native Jared Mikacich, has teamed up with both west and east coast industry experts to create a group with over 50 years combined success in the industry.

Companies outsource HR services, payroll services and even have components brought in to assemble their final products. Outsourcing management of sales and marketing obligations to proven industry leaders such as JLM makes financial sense.

JLM offers clients the expertise of a VP of Sales and Marketing but on a consultant basis to develop and execute marketing and sales strategy without the cost of a full-time employee. "In this economy, marine businesses should have flexibility with their marketing dollars," says Jared Mikacich, "and JLM is on the forefront of the future of sales and marketing with the idea of outsourcing the management of this area of the marine industry while reducing the financial burden on the company."

Jared Mikacich has over 20 years experience in the marine industry including Vice President North America Sales for Maxwell Marine, President of Mikker Sports and GM for Olympic Boat Centers. Mikacich has also worked in sales as a regional account manager for both Watch Captain and Boats.com and as a consultant for United Yacht Broker.

#

If you would like more information about this topic or to schedule an interview with Jared Mikacich, please call (916) 996-7269 or email: jaredmik@gmail.com



1441 35th Street
Sacramento, CA 95816
USA

PHONE (916) 996-7269
FAX (916) 244-2764
E-MAIL jaredmik@gmail.com