



Connie Burtcheard - Biography **CSB Consulting, Inc.**

Areas of Expertise

- Process and Workflow Management
- Traffic Management/Systems Procedures
- Agency Operations Management
- Agency Management System Needs Analysis and Implementation

After an eighteen-year career in the advertising industry (including six years owning and managing her own agency in Houston, TX and six years working as a consultant/product manager for multiple agency software products and systems), Connie Burtcheard decided that she had a great deal to offer agencies of all sizes in helping them to become more efficient and profitable. So, with coaxing from many of her clients, she founded CSB Consulting in 2001.

Since that time, Connie has provided consulting and guidance to over 800 agencies in workflow, process and time management. She has also successfully directed and led the implementation of many agency management systems such as Clients & Profits[®], Advantage[™] and Creative Manager Pro[®] for hundreds of agencies across North America.

Connie has extensive experience working with advertising and marketing firms to solve workflow and process management issues in full-service and in-house agencies. “Our clients range in size from 1,500 employees down to 3- or 4-person shops. No matter what niche the agency serves or how big or small they are, there are always ways to improve efficiencies—thereby improving profitability,” Connie says.

Connie began her career in 1985 with D’arcy, Macius, Benton and Bowles in Houston shortly after graduating with her Bachelor’s degree from the University of Texas.

In 1989, Burtcheard created Image Marketing and Advertising in Houston, Texas, offering media buying and planning services, and later design and public relations for local and national accounts. While in negotiations to sell the agency, Connie was approached by Evans Group to open an office in Indianapolis, Indiana, which she did successfully.



During the technology boom of the 1990s, Connie expanded her technological background by working with multiple agency software products and systems before founding CSB Consulting, Inc., in 2001.

Connie has been a guest speaker and presenter at Marketing Resources Plus' Media Days, Strata Media Software's Users Group, and Advantage Users Groups. She has sat on the AAAA's committee for electronic transactions, and has spoken to many local advertising organizations. She is the author of the *CSB Consulting Newsletter*, now in its fourth year of publication, and is a contributor to *The Second Wind Newsletter*, as well as other industry publications and websites.

CSB Consulting, Inc. is a full-service consulting firm specializing in the advertising/marketing/creative industry. Working with many World Wide Partner, JWT, Omnicom and independent agencies, CSB has helped hundreds of shops just like yours develop processes and streamline procedures, making their agencies run more smoothly and profitably.

"We want our clients to not just survive, but to find a better, more profitable way of doing business," Burtcheard says. "Our first client six years ago is still one of our favorite success stories, and we have helped them grow from 13 people to over 100!"

Connie holds a BBA degree in Marketing from the University of Texas and a Master's degree in Business Administration with a specialty in accounting and finance from the University of Indianapolis.

Consulting references are available upon request.