

A New Voice for Marketing Mercenaries: Expert Blog Advocates Interim Managers for Marketing Functions

The One Riot -- One Ranger blog published by marketing veteran, Charles Besondy, is the first blog with exclusive focus on interim management for marketing functions. It is a platform for the exchange of ideas, best practices, and information on how companies of all sizes, including Fortune 1000, mid-tier, early-stage, and start-ups, are using interim managers to boost the performance of their marketing organizations.

Austin, TX (PRWeb) August 8, 2007—Austin marketing consultant, Charles Besondy, has created the *One Riot - One Ranger* blog, the first blog to focus solely on the practice of using interim managers for marketing functions. Written for top-level executives and interim managers, the blog contains articles published by Besondy, comments by readers, and links to relevant information on the topic found elsewhere on the Web.

The One Riot - One Ranger blog (<http://cbesondy.wordpress.com>) is a platform for the exchange of ideas, best practices, and information on how companies of all sizes, including Fortune 1000, mid-tier, early-stage, and start-up companies, are using interim managers (IMs) to boost the performance of their marketing organizations.

“Enlightened CEOs know the limits of their lean marketing organizations,” said Besondy. “They use interim marketing managers to accelerate momentum, change course quickly, or jump on business opportunities--all with variable budget dollars rather than headcount.”

An interim manager is generally a C-level, VP-level, or director-level individual that is brought into a company for 3-12 months to fill a gap. The gap can be caused by a leave of absence, a termination, or simply the need to augment a company’s existing resources with a seasoned manager possessing specific skills and experience. Typically the interim manager is tasked with managing a department, but it is common for an IM to run a specific product or brand, or to focus on driving a critical business initiative such as the launch of a new product.

About

Charles Besondy is Principal of OneRanger Interim Management™, an Austin consulting practice formed in December 2005. Besondy steps into companies during periods of transition to accelerate marketing momentum driving customer acquisition, customer retention, and customer growth. To learn more view his website www.oneranger.biz, or blog <http://cbesondy.wordpress.com>.

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