

2 Reagan Circle
Hudson, MA 01749
978-562-4161



Press Release
For Immediate Release

Contact:
Dan Kraus
Leading Results, Inc
(978) 562-4161
dkraus@leadingresults.com

Small Businesses continue to increase reliance on outside marketing expertise

Leading Results adds staff to keep up with demand

Hudson, MA, June 2011 - Leading Results, Inc continues growing with the addition of Fernando Labastida in their Austin, TX office.

Fluent in both Spanish and English, Labastida worked in high-tech sales and marketing for over 15 years, helping startups as well as established companies open new markets and define new strategies before joining Leading Results.

“Fernando started out as a client and then became part of our team. We are excited to have him onboard,” said Dan Kraus, founder of Leading Results. “Fernando will help us reach new markets with his bilingual skills, experience and his location in Texas.”

Labastida completed his official training with the Duct Tape Marketing program this past month. As an Authorized Consultant in the Duct Tape Marketing methodologies, he will hit the ground running upon returning to his home market in Austin, Texas.

His initial focus will be working with companies in Latin America who need to be able to market in the United States. He will also work with companies already in the United States currently marketing to the Hispanic population helping them understand how to cross their marketing over to reach everyone.

About Leading Results:

Leading Results helps small businesses stop wasting money on marketing that doesn't get results. As Duct Tape Marketing Coaches, they create predictable marketing processes and programs that small businesses can implement with limited staff for unlimited success. Leading Results has offices in Boston, Austin and Philadelphia and clients around the world. For more information on group coaching programs and small business marketing coaching, visit the website at www.LeadingResults.com.

####