



For Immediate Release

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ArchPoint Welcomes a New Partner to Its Marketing Practice

January 2009 – ArchPoint Consulting welcomes Christine Holland as a new Partner. Christine’s primary focus will be Consumer Marketing, Marketing Services, and Sales and Marketing integration. She will also be developing new marketing capabilities for the practice including Market Research and Brand Communications.

Christine has more than 18 years experience in Brand Marketing and Business Management across Household, Personal Care, and Beverage/Food Service categories. Her innovative product launches and strategic partnerships have included such brands as Liquid Dial and Fanta. Christine oversaw the global launch of Coca-Cola Zero, the first Coke brand launch to achieve the billion dollar level since Diet Coke. She also led Coke’s West Coast marketing function, which included management of the entire portfolio of beverage products, development of customer and consumer marketing programs, new product launches, advance scouting for new products and trends, and dozens of successful partnership negotiations with sports and entertainment properties such as the USC Trojans, Los Angeles Dodgers, Disneyland, NBC/Universal, Warner Brothers, and The Phoenix Suns. Most recently, Christine served as a consultant with start-ups in Personal Care, Food/Beverages, Fashion and Entertainment.

“Christine brings a great background in classical consumer product marketing to our team. Our clients will benefit greatly from her perspective on consumer insights and brand strategy.” notes Richard Spoon, CEO of ArchPoint.

Christine is a native of Scottsdale, AZ and earned her BA in Psychology and her MBA from The University of Arizona’s McGuire Entrepreneurship Program. She splits her time between Scottsdale and Playa del Rey, CA.

About ArchPoint

ArchPoint is dedicated to finding growth and productivity solutions for their clients through strategy, sourcing and execution. Their three divisions provide professional management consulting, global sourcing and sales agency services – all focused on their clients’ success in the market.

ArchPoint is headquartered in San Antonio, Texas with locations in Boston, Cincinnati, Cleveland, Dallas, Las Vegas, Los Angeles, Milwaukee, New Orleans, New York, and Philadelphia.

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