

## Simple Marketing Now's Whittemore Joins Floor Covering Institute

*Simple Marketing Now LLC's Christine B. Whittemore joins the Floor Covering Institute, thereby expanding the Institute's consulting solutions to include retail, consumer and new marketing expertise.*

**April 20, 2009** - [PRLog](#) -- Kinnelon, NJ – Christine B. Whittemore has joined the Floor Covering Institute.

Whittemore is the chief simplifier of Simple Marketing Now LLC, a marketing consultancy focused on bridging traditional marketing with new and social marketing, to improve the customer retail experience and build brand.

In joining the Floor Covering Institute, Whittemore brings a focus on basic and simple solutions to common marketing problems, in place of the complex and expensive solutions traditional marketing offers. Her comprehensive knowledge of web based solutions to marketing issues and a special familiarity with the consumer retail experience enable her to enhance the Floor Covering Institute's industry expertise.

“Christine adds a fresh, energetic and clarifying element to everything she does,” says Floor Covering Institute President Jim Gould. “Her talent and creativity are a huge boon to both the institute and our clients and we are looking forward to her contribution.”

The Floor Covering Institute, a consulting group founded in 2007 by Jim Gould, is dedicated to providing global consulting services to the floor covering industry. Gould, with 38 years of experience in the flooring industry including regional and national distribution, retail, global sourcing and importing, buying groups and all of the business disciplines they encompass, has gathered within the Floor Covering Institute other experts in their fields. Whittemore joins Gould, Christopher P. Ramey, president and founder of Affluent Insights and chairman of The Luxury Marketing Council Florida, Lewis G. Migliore, president of LGMTCS and Associates, David Wootton, president of The Wootton Group LLC, and Carl Ruland, president of Global Flooring Consulting of Bonn, Germany. Member consultants maintain their independent consulting concerns thereby providing professional assistance to clients through both individual and team based approaches.

The Floor Covering Institute, now in its second year, includes clients in North America, Asia, Europe and Australia and provides them with a range of solutions and services.

For more information about Simple Marketing Now LLC, contact chief simplifier Whittemore at [CBWhittemore@SimpleMarketingNow.com](mailto:CBWhittemore@SimpleMarketingNow.com) or visit the Simple Marketing Now website [ <http://SimpleMarketingNow.com> ] and companion weblog & newsroom – Simple Marketing Blog [ <http://SimpleMarketingBlog.com> ].

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Simple Marketing Now LLC is a marketing communications consultancy that provides organizations with the right combination of traditional marketing and new and digital tools to improve the customer experience and build brand.

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Industry

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