

# PROFILE

## Joe McCrone

/ Partner

Joe is a Partner in the Consumer Products & Retail practice at Brulant. He is focused on helping his clients drive maximum value from the online channel by blending interactive marketing best practices with the appropriate use of technology and sound business decision making to ensure a measurable ROI is achieved. Joe takes a hands-on approach working with client executives to develop, implement, measure, and refine online channel initiatives and strategies.

### representative clients

Scholastic, ICI Paints, KraftMaid, philosophy, American Greetings

brilliant moment /  
golfing with my son for the first time



### client snapshots

/ Overseeing a large e-commerce platform re-engineering initiative that connects dozens of unique online storefronts to consolidated financial and customer service systems.

/ Provides strategy services, program management, and quality assurance for a client's e-business project portfolio totaling more than 100 projects over 4+ years.

/ Strategic advisor and account management for several key clients.

### experience

#### Technical Information Management Systems – Manager

Led the delivery of Internet driven business solutions for Fortune 1000 clients ranging from custom e-commerce solutions to package implementations.

#### Coopers & Lybrand Consulting – Technology Consultant

Designed and implemented custom solutions within the technology consulting practice.