



**FOR IMMEDIATE RELEASE**

**For information, contact:**

Bill Keeler  
Schwartz Communications  
+1 (781) 684-6542  
[bkeeler@schwartz-pr.com](mailto:bkeeler@schwartz-pr.com)

Michelle Goodall Faulkner  
Launch in US Alliance  
+1 (617) 510-6998  
[mfaulkner@launchinus.com](mailto:mfaulkner@launchinus.com)

## **New 'Launch in US Alliance' Helps Technology Companies Expand Into US Market**

*Organization offers all the core services required for US market expansion in one place – including market assessments, sales & marketing, tax & financial, legal, real estate and human resources*

**Boston, Mass. – November 4, 2009** – Today marks the official beginning of the Launch in US Alliance, formed to help funded technology companies expand into the United States by providing a ready-made support network that can accelerate their time-to-market and improve their chance for success. Alliance members offer all the core services required for US market expansion in one place, including: market assessments, sales & marketing, tax & financial, legal, real estate and human resources.

Traditionally, in order to expand into the US, technology companies spend months investigating what is required, and then networking to find initial employees and service providers. They must make multiple trips to accomplish this work, and because the service providers rarely coordinate with one another, a company executive must act as project coordinator. Overall, the process can take one to two years. Launch in US Alliance can help compress that cycle to just months.

Launch in US Alliance was co-founded by veteran technology entrepreneurs/business professionals Lucian Wagner, Jos Scheffelaar and Michelle Goodall Faulkner. They all have extensive experience helping technology ventures launch and succeed in the US market, and have solicited additional service providers (alliance members) from among their own personal networks. Service providers become members by invitation only.

“The US offers tremendous market opportunities for technology companies – but is also a complex place to do business,” said Wagner, who serves as Chairman of Launch in US Alliance and is also General Partner at venture capital firm EuroUS Ventures. “Clients tell us that often the hardest part is knowing where to begin. The Alliance founders and members have extensive experience helping technology companies through US market launches and expansions, so we can help ease the process considerably.”

“Expanding into the United States is a strategic decision that requires a company’s full attention and the Launch in US Alliance team has the blended skills required to assist in the transition,” said Han Pieter Duyverman, Vice President of Operations at Mendix, a leader in cloud application delivery. In 2008, Mendix successfully expanded its business from the Netherlands into the US. “Having been through the process, I can certainly see the value that a partner with local market knowledge can bring to organizations that are expanding their operations into the US.”

+1 617 244 2300

2000 Commonwealth Avenue, Suite 300  
Newton, MA 02466  
USA

[www.launchinus.com](http://www.launchinus.com)



Alliance sponsors include The Brighton Company LLC; Choate, Hall & Stewart LLP; MFA - Moody, Famiglietti & Andronico; TriNet; Executive Resources International (ERI), LLC; Schwartz Communications; and William Gallagher Associates. Alliance partners include Massachusetts Office of International Trade & Investment (MOITI), Economic Development Council of Western Massachusetts and Boston World Partnerships.

### **Alliance web site offers advice for companies considering expansion into US**

The Launch in US Alliance web site ([www.launchinus.com](http://www.launchinus.com)) will offer companies considering expansion into the US complimentary articles authored by its members and partners, segmented by market entry stage. Topics covered include:

- Why enter the US Market?
- What makes doing business in the US different?
- How do I market my products in the US?
- How do I establish a subsidiary?
- How do I plan US Market Entry?
- What are the most common mistakes companies make when entering the US market?

### **About the Alliance Co-founders**

Lucian Wagner, chairman and co-founder of the Alliance, has a truly global outlook with an extensive set of contacts in North America, Europe, and Asia. Wagner is General Partner at venture capital firm EuroUS Ventures and an entrepreneur with several successful start-ups to his credit. He has 20 years of technology industry experience. Wagner was born in Germany, educated in the French school system, and went on to earn a B.Sc. in International Economics from the School of Foreign Service at Georgetown University (with a minor in Russian) and an MBA from INSEAD.

Jos Scheffelaar, CEO and co-founder of the Alliance, has more than 25 years of international business experience in high-tech. He has been stationed in several countries in Europe, as well as in Asia. He also has done business in Latin America. As Principal of Scheffelaar Consulting, Jos leverages his skills and experience with the US High Tech industry, international business, and his strong industry contacts to find strategic partners, channel partners and/or customers for his clients, and helps them build the business relationships from initial contacts to productive operational partnerships.

Michelle Goodall Faulkner, vice president of marketing and co-founder, has more than 15 years of technology marketing experience on both the agency and client sides. She is currently Principal at high-tech marketing agency Big Swing Communications. Michelle is skilled at all types of outbound marketing including PR, direct marketing, Web programs, collateral, advertising and events, and has helped many European companies improve market awareness in the US. In July 2009, Michelle was named one of the Top 10 Women in PR by the *Boston Herald*. She holds a business degree from Boston University and an MBA from Boston College.

### **About the Launch in US Alliance**

The US market offers tremendous opportunities for technology companies – but it is a complex place to do business. The Launch in US Alliance was formed to help funded technology companies successfully expand into the US by providing a ready-made support network that can help them through the process quickly, thus accelerating their time-to-market and improving their chance for success. Alliance members and partners have vast experience helping technology companies establish US operations, and offer all the core services required in one place – including market assessments, sales & marketing, tax & financial, legal, real estate and human resources. The Alliance's offices are located at 2000 Commonwealth Avenue, Suite 300, Newton, MA 02466. The phone number is +1 617-244-2300. Learn more at [www.launchinus.com](http://www.launchinus.com).