

Working

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Good Company: Chamberlain Marketing Group

Taylor business cites workers among keys to standing out from competition

Chamberlain Marketing Group knows a thing or two about competition. The Taylor-based company, which specializes in promotional products and logo apparel for corporations, along with custom manufacturing uniforms and managing inventory fulfillment programs, has about 22,000 competitors, estimates Jerry Mulligan, vice president of sales and business development.

And that's just fine with him.

"Our markets are changing daily. As customers continue to downsize and outsource, they are relying on suppliers more and more to be proactive and innovative," Mulligan says. "As a free market guy, I am excited that only the best and strongest companies are thriving in today's environment. We are thriving."

How does the company, which also operates more than 60 e-stores online to support corporate customers, differentiate itself from the rest of the pack? Here, Mulligan shares key areas that also support the company's commitment to "Keep The Brand Promise."

Size and experience. CMG currently ranks in the top 40 of national suppliers of logo and promotional merchandise and has been managing programs for more than 26 years.

Products. The company manufactures and



Good to Know

■ Chamberlain Marketing Group is located at 12103 Delta St. in Taylor.

■ CMG is active in community projects year-round, including participating in the Michigan Relay For Life and delivering new clothing to the Homeless Veterans Shelter in Detroit and St. Vincent DePaul.

■ To find out more about the company or career opportunities, call 734-946-8005 or visit www.chamberlainmarketing.com.

Taylor-based Chamberlain Marketing Group specializes in promotional products and logo apparel for corporations, along with custom manufacturing uniforms and managing inventory fulfillment programs.

distributes products for top brands in the industry, including Nike, Ashworth, Cutter & Buck, Cross and Waterford.

Process. CMG has developed internal management and measurement processes that

incorporate critical ISO standards.

People. Mulligan refers to employees as

"perhaps our greatest asset." That team includes sales and sales support, merchandising, creative, production, fulfillment and customer service departments.

Vertical integration. This is a must for managing programs more efficiently than anyone in the marketplace, according to Mulligan. "These services and support allow our customers to work with us from concept to execution," he adds.

SEEKING A TECH-MINDED WORKFORCE

A thriving company that needs technologically savvy, market-focused employees can find them right here in metro Detroit, according to Jerry Mulligan, vice president of sales and business development for Chamberlain Marketing Group in Taylor.

"This is a great time to find terrific resources in the Detroit market," he says. "There is a

whole new world in social media that is allowing us to reach new prospects in different ways. We need a workforce that understands how new technology can help us reach mass audiences."

The company currently has 85 employees, hiring approximately 10 of them within the past year. "We expect our success, growth and momentum to continue

into 2012 and could be looking for resources in all areas," says Mulligan, adding those interested in careers with the company should check its website, www.chamberlainmarketing.com, for open positions.

CMG, named to Detroit Free Press Top Workplaces for 2011, knows how important its employees are to its success, Mul-

ligan adds. "We truly value our employees — you can't fake that. They are intelligent and intuitive, and they understand the difference between saying we value them and showing we value them," Mulligan says. "We work hard to openly communicate with them on how the business is doing, what key challenges we're facing and how critical a role

they play in our daily success."

Prospective employees should be committed to focusing on what is best for the customer and possess honesty, integrity and an extremely positive attitude, Mulligan says. "We can train a lot of the industry-specific stuff but the employee has got to bring those attributes to work with them every day," he adds.