

INTRODUCING YUDELSON ASSOCIATES

Yudelson Associates is an internationally recognized consulting firm in green building, green marketing, sustainability studies, and contract research, with a focus on the commercial buildings and building products industry. Our mission is “to grow the business of green building and sustainability” through targeted marketing and marketing communications activities. We are familiar with and regular users of a variety of social media marketing strategies.

FIRM OVERVIEW

Yudelson Associates works with corporations, agencies and organizations having strong sustainability values, which want to build successful sustainable product and services marketing programs. We provide custom research in green technologies and sustainability for national trade associations, international and national corporate clients, public agencies, private equity, and nonprofit organizations.

The firm’s founder, Jerry Yudelson, PE, MS, MBA, is widely acknowledged as a leading expert in the green building field, with 14 books on green building, green marketing and sustainable development to his credit over the past 10 years. He has also keynoted nearly 100 conferences and corporate meetings in 17 countries since 2006. In 2011 the US Green Building Council named Jerry to the first class of LEED Fellows, a singular honor. Jerry is a well known thought leader and frequent contributor to leading trade journals in the buildings industry.

Drawing on experience from more than 250 consulting assignments, Yudelson Associates provides clients with accurate and timely analysis and cost-effective recommendations; whatever the particular need, our work is always customized to client requirements, based on sound analysis, deep industry knowledge, and a clear conceptual framework.

Our work is accurate, timely and insightful. Yudelson Associates has a strong bias toward action. We believe effective green building and green marketing programs come through research, education and awareness that lead to action. We work with clients who intend to take action on our analyses and recommendations.

Examples of recent assignments include:

- A yearlong effort to identify North American market entry strategies, strategic partners and initial customer targets for an Australian provider of cloud-based building management software. We also conducted webinars on behalf of the client.
- Analysis of the competitive landscape for a major trade magazine publisher, with recommendations for new hires and a new organizational framework for a buildings-related group of titles.
- Development of a new direction for a national nonprofit

OUR SERVICES

- Market Entry Strategies for New Products and Services
- Corporate Sustainability Programs
- Green Development Consulting
- Custom Research
- Green Building Marketing
- Green Building and Sustainability Communications

CLIENTS

- Product Manufacturers
- Software and Services Developers
- National Trade Associations
- Private Equity
- Developers and Building Owners
- Facility and Property Managers
- Architectural Firms
- Consulting Engineering Firms



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