



*The Ferrari Consulting and Research Group*

## **BOB FERRARI EARNS INBOUND MARKETING CERTIFICATION**

**Boston, MA- August 26, 2009 – Bob Ferrari**, Managing Director of the Ferrari Consulting and Research Group LLC was recognized by **Inbound Marketing University**, as an **Inbound Marketing Certified Professional**.

Inbound Marketing University is an effort sponsored by HubSpot Marketing Inc.. HubSpot® is an inbound marketing system to help small or medium sized business get found on the Internet by the right prospects and convert more of them into leads and customers for maximum marketing ROI.

This certification involves the recipient's proficiency in Inbound Marketing principles and best practices, including blogging, social media, lead conversion, lead nurturing, and effective marketing analytics. Certification requires attendance in over ten web-based training sessions, as well as passing of a certification exam administered by a third party.

Bob is presently Managing Director for **The Ferrari Consulting Group**, a firm providing supply chain consulting and program management services to corporations and supply chain technology companies in areas of supply chain business process and advanced technology.

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