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Inform. Strategize. Connect.

WHO WE ARE

Core Competencies Description

In full collaboration with clients and with full benefit of our extensive resources and internal capabilities, Odell, Simms & Lynch, Inc. delivers comprehensive marketing and communication services with measurable results.

Core Competencies

- **Extensive Network of Contacts** – For years, Odell, Simms & Lynch, Inc.'s executives and project teams have cultivated relationships with executives, philanthropists and other influential individuals and entities throughout the country and world, ensuring direct access to those decision makers who are most critical to client success in the marketplace.
- **Award Winning Database System** – Odell, Simms & Lynch, Inc.'s proprietary customer relationship management system combines a standard platform with social network analysis to identify and illustrate connections between individuals and organizations. This tool, developed by Q-Industries for use with SugarCRM, was selected as the “Most Creative Implementation” at this year’s SugarCRM Awards.
- **Access to Valuable Resources** – Odell, Simms & Lynch, Inc.'s experienced research professionals provide clients with targeted business intelligence using the most up-to-date resources, giving clients access to comprehensive information and other valuable industry tools.
- **In-house Market Research Team** – Odell, Simms & Lynch, Inc. has a dedicated team of experienced market researchers who perform primary research by speaking directly with key decision makers to gain business intelligence and cultivate valuable relationships.
- **Industry Partnerships** – Odell, Simms & Lynch, Inc. has established strategic partnerships in order to provide the breadth and depth of expertise necessary to assist clients regardless of the size and scope of their projects.