

2007 Impact Award Finalist

Bear marketing

Internet strategist helps clients achieve growth

BY GINA KEATING
Contributing Writer

Years before the Internet was mainstream, Trish Bear was selling companies on the idea of establishing an e-mail account.

The idea was so foreign, Bear compared it to pitching television sets to

families in the 40s.

"I'd have to explain the Internet and tell them what it would do for their company," she said.

Bear not only got her point across, but she now is CEO and president of the Web strategies firm I-ology that offers Web design, online marketing and managed hosting services.

"We're not just creating a Web site. We are creating strategies for our customers that make them money," Bear said. "Our goal is to drive revenue, growth and profit."

The company's extensive knowledge coupled by its defined principles captured the attention of the 2008 Super Bowl Host Committee.

I-ology was selected as its sole Internet partner, worth over a quarter of a million dollars.

"Bear said the company will build an Internet strategic plan, develop and host the Web site and provide online marketing that will drive sponsorship, volunteers, attendees and complete



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Trish Bear is the founder of Scottsdale-based I-ology.

game information through game day. Residential and commercial real estate, the legal community, franchise organizations and other professional services are also clients.

Bear has kept her pioneering spirit and sense of adventure working with the mid-size market in the \$10 million to \$100 million range.

"I had a desire to help companies untangle the complexity of the medium," she said. "I love what I do."

Her company is specific to the Web, which is an extension of its clients. I-ology is committed to helping clients achieve a percentage of growth or a

number of qualified leads per day, month and year.

The team is in a constant state of fluidity; researching, marketing and selling strategies that increase clients' profitability by decreasing operational costs.

"We research the latest trends and see how it applies to our clients, and if the technology is used, what type of results they should expect," Bear said.

In addition to staying abreast of the Internet, the company supports nonprofits like the Southwest Autism Research and Resource Center, Habitat for Humanity and Special Olympics of Arizona.

I-ology

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Employees: 21

Founded: 1998

Type of business: An Internet strategy firm that uses marketing technology and research to build Internet programs that drive revenue and profit.