

Jeanne Buddingh



NAPERVILLE

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BULLETIN BOARD: A POST FROM THE COMMUNITY

Buddingh & Associates, Inc. – Celebrating 20 years of Innovative Marketing

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David and Jeanne Buddingh, founders of Buddingh & Associates, Inc. (Posted By Jeanne Buddingh, Community Contributor / April 14, 2014)

Posted By Jeanne Buddingh, **Community Contributor**

1:54 p.m. CDT, April 14, 2014

For Jeanne and David Buddingh, their short morning commute of the basement staircase and working side-by-side in their Naperville home for the past 20 years has been a dream come true.

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DuPage Medical Group Introduces 'herDMG' All-In-One Appointments for Women

Updated 1:16 p.m.



Spring has finally sprung!

Updated 45 minutes ago



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PHOTOS FROM THE COMMUNITY

Buddingh & Associates, Inc. is a strategic marketing and consulting firm that offers unique, research based marketing solutions. They provide marketing answers modeled on the individual company they are working with, industry research and the company's goals.

David and Jeanne's vision was not to simply offer solutions to occasional specific marketing issues. Instead they search out the potential of every client, developing long-term relationships with them and helping them to find business opportunities.

"Our goal is to be a trusted advisor so it has to be beyond a business relationship," Jeanne said. "When you have a personal relationship with your clients you are constantly thinking about your client's interests and looking for solutions and opportunities for them."

Jeanne and David both received their advanced degree from Texas Tech University, and were ready to start their own marketing firm upon graduation. After an industry friend advised that they wait until they were "a little gray," David and Jeanne agreed to work in the corporate world first. In 1994 they decided they had gained the corporate knowledge that would help them better succeed in their own business venture, and founded Buddingh & Associates, Inc.

"David is a very strategic thinker; he is always looking at things in different ways, looking for possibilities rather than the limitations, then I figure out how we can put his plan into action, that's what makes us great business partners," Jeanne said.

David and Jeanne have successfully employed their philosophy for a number of local and regional clients including an award-winning realtor, an upstate manufacturing company, information technology firm, a wireless internet provider, as well as a number of not for profits.

Offering clients innovative thinking and actionable solutions that go beyond what most companies think marketing entails is what makes B&A unique. Whether it is sourcing a product from the Far East, aligning companies with local charities or changing how the service department answers the phone - it is all part of marketing according to the Buddinghs.

Jeanne and David have enjoyed much business success as well as personal success since starting their own company, by continually staying involved with the community and encouraging clients to do the same. Buddingh & Associates has won the Naperville Area Chamber of Commerce Small Business of the Year Award in the 1 to 5 employee category.

"For the past 20 years we have been living our entrepreneurial dream. We look forward to continuing on that path," David said. For more information visit <http://www.BuddinghAssociates.com>.

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