

Lûcrum Marketing Partners with Blackblot to Provide Latin American Technology Companies with Hi-Tech Product Management Services

Lûcrum Marketing, a technology marketing consultancy, has today announced a strategic partnership with Blackblot - Product Management Expertise™, a provider of product management tools, training, and consulting services for high-tech companies. Under the terms of the agreement, Lûcrum Marketing has been granted a license for Mexico and Central and South America to market and deliver training using Blackblot's proprietary courseware based on the Blackblot Product Manager's Toolkit™.

Austin, TX ([PRWEB](#)) April 23, 2009 -- Lûcrum Marketing, a technology marketing consultancy, has today announced a strategic partnership with Blackblot - Product Management Expertise™, a provider of product management tools, training, and consulting services for high-tech companies. Under the terms of the agreement, Lûcrum Marketing has been granted a license for Mexico and Central and South America to market and deliver training using Blackblot's proprietary courseware based on the Blackblot Product Manager's Toolkit™.

"Latin American countries are making significant investments in their technology industries to enable them to better compete in the global technology market and increase exports of technology products. The next growth step is to institutionalize the discipline of product management (product planning and product marketing), which will place Latin American companies amongst the ranks of world class technology marketers", said Tom Evans, Principal for Lûcrum Marketing.

Gabriel Steinhardt, Blackblot's Managing Director added, "Blackblot's product management training is delivered to companies worldwide and we are pleased for the opportunity to serve the innovative and entrepreneurial high-tech companies of Latin America and help them realize more competitive products and revenue growth."

About Lûcrum Marketing

Lûcrum Marketing delivers consulting and training that enable high-tech companies to successfully plan, create, launch and market winning products by transforming their product management and product marketing practices. Lûcrum Marketing is a privately held company based in Austin, Texas, offering solutions and services throughout North America and Latin America. For more information, please visit www.lucrum-marketing.com .

About Blackblot

Founded in 2000, Blackblot is a provider of product management focused tools, training programs and consulting services. Blackblot helps high-tech companies reach commercial success through effective product management practices. For more information, please visit www.blackblot.com .

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