

For Immediate Release:

## **tmg Consultancy and COREcrowd form Strategic Alliance**



# **Stronger Together**

**Complementary, global retail fuel/convenience expertise, especially in The Americas**

Jacksonville, FL and Miami, FL, January 1, 2022 – tmg Consultancy, founded by Jeff Murphy and CORE Crowd, founded by Claudio Reboredo are forming a strategic alliance to offer a broad suite of global advisory services.

The alliance formalizes a long standing relationship between the two firms assisting energy/convenience retailers with state of the art training, M&A, marketing, financial and operational advice.

“We recognize the fast pace of change impacting our channel both in energy, as well as convenience retailing. This strategic alliance combines the resources of both firms to collaboratively guide our retailer clients and help them grow profitably. This partnership helps us leverage our experience and expertise to provide our clients forward-looking insights and advice” said Jeff Murphy, tmg’s Managing Director and Founder.

“I am delighted with this strategic partnership that combines the proven experience of both firms in serving the USA market as well as the vast and diverse territory of Latin America. There are many clients eager to receive precise and indispensable advice that quickly allows them to transform ideas into profitability or competitive advantages.” said Claudio Reboredo.



### **About The Murphy Group Consultancy LLC:**

The Murphy Group Consultancy LLC (tmg), founded in 2001, is a global business development consultancy focused on the fuels and convenience retailing industry. Its variety of services includes market assessment, M&A, brand development, training, food service development, operational improvement, fuels technology, strategic planning, global best practice benchmarking and logistics/supply enhancement. tmg has a long standing relationship with NACS and is the NACS Regional Relationship Partner for Latin America.

### **About COREe CROWD LLC**

Core Crowd is a retail and marketing consulting company with 10 years' consultancy experience supporting diverse, medium to large-scale retail fuel and convenience operators in Latin America. Core Crowd has vast experience in market deregulation, branding, competitive assessment, best practices development, convenience and fuels strategy definition including software tools that enable marketers and retailers to improve decisions and margin optimization. These tools include fuels pricing and category management software solutions.

Core Crowd offers unique and state of the art education and training programs that help marketers and retailers grow their business and enhance their operational efficiencies.

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