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Laurie McCabe of the SMB Group

Named as Top 2012 100 Small Business Influencer for the Second Consecutive Year

August 21, 2012, Northborough, MA --- Laurie McCabe, co-founder and partner of the SMB Group, was recognized as one of the Top 100 Champions in the 2012 Small Business Influencer Awards. The 2012 Small Business Influencer Awards is produced by Small Business Trends and Small Biz Technology and sponsored by Blackberry. The Awards honor people, companies, organizations and apps that have had a significant impact on the North American small business market.

McCabe, who received recognition in the competition's "Expert" category, is widely regarded as the analyst of choice for vendors who not only want to do a better job marketing to SMBs, but also a better job serving them. McCabe brings more than 20 years of technology research and analyst experience to her role at SMB Group, which specializes in understanding the technology requirements of small and medium businesses (SMBs). In this role, McCabe helps vendors improve how they reach and serve their SMB customers, and provides SMBs with a wealth of free information and insights to help them stay on the inside track in the technology world.

McCabe has published hundreds of blog posts that offer SMBs information and perspectives to help them make better decisions about technology investments. She is a frequent speaker at industry and SMB-focused events, a contributor to Small Business Computing magazine and is often quoted in leading business and trade publications.

"Small businesses are at the heart of innovation and job creation in our economy, yet are too often misunderstood and underserved by technology vendors," explains McCabe. "The SMB Group helps equip vendors with the insights they need to better serve their small business customers--and helps small businesses get a better read on the vendors and solutions that can help their businesses grow."

"Laurie continues to show the SMB industry that she truly cares about the well being of the marketplace and SMB customers," explains Ramon Ray, founder of SmallBizTechnology.com. "Laurie represents someone who has lived and breathed the SMB

market over her career and truly takes the time to understand client objectives and provide clients with the strategic insights, information and analysis they need to succeed.”

McCabe and The Top 100 Champions will be honored at The Small Business Influencer Gala Awards ceremony on October 17, in New York, hosted by the New York XPO Small Business Conference.

ABOUT

Small Business Trends is a highly popular, independent, small business, online magazine serving over 4,000,000 small business owners, stakeholders and entrepreneurs annually. Founded in 2003 by Anita Campbell (on Twitter @Smallbiztrends).

Small Biz Technology is a media company, which educates growing businesses with information on how to strategically use technology as a tool to grow their businesses. Founded by Ramon Ray (on Twitter @RamonRay).

SMB Group

The SMB Group focuses exclusively on researching and analyzing the highly fragmented “SMB market” – which is comprised of many smaller, more discrete markets. The SMB Group provides pragmatic, actionable research to give vendors the insights necessary to capitalize on shifting market requirements and create successful go-to-market outcomes. Primary focus areas include: business solutions; digital marketing solutions; social media, collaboration and productivity applications; cloud computing, software-as-a-service (SaaS) and managed services. Founded by Sanjeev Aggarwal and Laurie McCabe (on Twitter @smbgroup, @lauriemccabe, and @sanjeevaggawal)

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