



## **MANAGEMENT**

### **Amy Grossman**

Amy Grossman is a marketing communications professional with over 25 years of diverse experience. Her talents include many areas of communications -- from conducting media relations programs and planning special events and trade show appearances to producing corporate identity, advertising and fundraising campaigns.

Since the firm's founding in 1995, she has directed local publicity and special events for a number of clients, such as: GetCharged; PeerPoint Medical Education Institute; My Medicare Matters (Astra Zeneca); Pennsylvania Cable Network; Bucks County Conference and Visitors Bureau; Lower Bucks Cablevision; Forum of Executive Women; VirTu, Inc.; and Hamilton Jewelers. In addition, she successfully helped publicize the launch of Metro, Philadelphia's daily newspaper distributed by SEPTA and BUCKS Magazine.

She also directed the Philadelphia-area grand opening for California Pizza Kitchen, Inc., a national chain of upscale pizza restaurants. Her media placement efforts resulted in major appearances on Fox-TV and NBC-TV local affiliates, 10 local radio stations and major print coverage..

For a variety of firm clients, Amy has placed major stories in national business media such as Time Magazine, the Wall Street Journal, New York Times, Washington Post, Los Angeles Times, United Press International, Associated Press, Working Woman, numerous regional business journals and major trade publications. In the past years she has placed a number of clients on leading national broadcast news outlets, such as the Today Show, CNN Headline News, Fox News, and MSNBC.

Previously, she held the position of Promotion Manager at Philadelphia Magazine, where she was responsible for all sales promotion, publicity, and creation and implementation of special events for the magazine. She was also an award-winning sales professional at the Philadelphia Business Journal, where she worked closely with local economic development groups, corporations, and retailers to develop effective marketing strategies for them, and at the Tri-State Real Estate Journal in Cherry Hill, New Jersey.

In addition to her professional work, Amy serves as a co-director of Northwestern University's alumni admissions council, is president of George School's parents associations and sits on the school's marketing committee. She has chaired several local fundraising events for the Makefield Women's Association, Thomas Edison State College and Friends Hospital.

She holds a B.S. in communications from Northwestern University, Evanston, Illinois and has completed course work at the Wharton School, Temple University and Charles Morris Price School of Advertising.