

BEN GROSSMAN

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EXPERIENCE

Chief Strategy Officer (CSO) | Doner Partners Network (Stagwell) 7/2021 – Present

- Exceeded financial targets, delivering 24% revenue growth and 52% EBITA growth over two years, culminating in placement on Ad Age's A-List (Stagwell's first-ever agency network to be recognized).
- Grew multi-agency revenue 47% YOY, spearheading cross-network pitches and organic growth with clients including J&J / Kenvue (Neutrogena, Aveeno), Saucony, Stellantis (Chrysler, Dodge, Jeep, Ram), L.L.Bean, Cue Health, Tishman Speyer, Qurate Retail (QVC, HSN, Sun), Illumina, Francesca's and Lovesac.
- Cultivating the network's strategic discipline and talent, capitalizing on Stagwell's proprietary technology and data capabilities. Established the DPN Strategy Council and refined agencies' external positionings.
- Acting as strategic advisor to clients, working to modernize marketing disciplines and orchestrate specialists.

SVP, Group Strategy Director | FCB NY (IPG) 7/2019 – 7/2021

- Delivered 45% year-over-year revenue growth and recognized as Adweek's Global Agency of the Year, by Ad Age's A-List and as the Cannes Network of the Year.
- Led strategy across a portfolio of top accounts, including AB InBev (Michelob ULTRA, Mike's Hard Lemonade, BON V!V), Lincoln Financial, Blue Cross Blue Shield, GSK (Flonase), Spotify and Tommy Hilfiger.
- Won significant new business pitches, including AB InBev's Beyond Beer, Mike's Hard Lemonade, Spotify, Tommy Hilfiger, Clinique and Braven Health.
- Elevated and mentored teams with focus in brand planning, brand positioning, comms planning and 1:1 / CRM.

SVP, Group Strategy Director | Leadership Team | Jack Morton Worldwide (IPG) 1/2017 – 7/2019

- Headed Strategy Department across New York, Boston and Princeton offices, led the digital and content marketing practice across 15 offices globally and served on the agency's Global Creative Council.
- Drove new business wins, including Google, LEGO, L.L.Bean, Lenovo, Verizon, Vistaprint, and Calvin Klein.
- Steered advertising, integrated marketing, digital and content AOR relationships, including Subway, Liberty Mutual, UPS, Bank of America, I Love NY, Reebok, Eaton, InEight and more.

VP, Strategy Director | Leadership Team | Jack Morton Worldwide (IPG) 3/2014 – 1/2017

- Spurred the office's three-year, 142% revenue growth as a member of the Leadership Team.
- Oversaw end-to-end account strategy (research, channel planning, creative briefs and measurement) for clients including Subway, Liberty Mutual, Intel, Fidelity, P&G, MGH, 2(X)IST and Eaton.
- Captured new business including Liberty Mutual, Subway, TD Ameritrade, Sylvania, PUMA and Bose.

Senior Strategist | Global Creative Council | Jack Morton Worldwide (IPG) 11/2011 – 3/2014

- Led end-to-end development of strategic deliverables (primary research, comms plans, creative briefs and measurement) and organic growth of clients: Subway, P&G, GM (Chevrolet/GMC), Intel, Oracle and Eaton.
- Pitched and won new business with Lady Gaga's Born This Way Foundation, Olay and Tribe Hummus.

Communications Strategist | Leadership Team | Oxford Communications 5/2009 – 11/2011

- Founded social, mobile, digital and search practice, with responsibility for departmental P&L and growth.
- Head of strategy and planning across clients, including Brother International, Prime Retail Outlets, RWJ Hospitals, Quick Chek, Hollywood Tans and Drexel University.
- Pitched and won key accounts, including Bombardier, Audiovox, RCA and Villa Restaurant Franchises.

Digital Strategist & Designer | Street Attack, Espresso, Refine+Focus, The Plenary Group 6/2005 – 5/2009

- Managed digital advertising, email marketing, influencer programs, social media, sales enablement and user experience (UX) for clients including Mashable, GlobalPost, First Act, Jive Software, Travel Hounds.
- Crafted brand identities, advertising, collateral for small and medium sized businesses.

EDUCATION

Emerson College | GPA: 4.0 | Summa Cum Laude
B.S. Marketing: Advertising and Public Relations

Professional Studies

School of the Art Institute of Chicago: Graphic Design
Parsons School of Design: Product Design
Option@ Portfolio School: Creative Concepting
MassArt: Web Design & Animation

THOUGHT LEADERSHIP

- **Industry Awards (50+):** Effie, Cannes, Jay Chiat, Clio, D&AD, One Show, ANA Reggie, 4A's, Webby
- **Speaking Engagements (75+):** SXSW, CES, ANA, Intel, Microsoft, Inbound, Marketing Sciences Institute
- **Publishing:** Over 750,000 views of white papers
- **Press:** Adweek, Ad Age, Mashable, Yahoo! News, PSFK, BtoB Magazine, Chief Marketer