

BEN GROSSMAN

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EXPERIENCE

President | Saatchi & Saatchi NY (Publicis Groupe)

7/2025 – Present

- Writing the next chapter of one of the world's most storied agencies, founded on the belief Nothing is Impossible.
- Partnering with clients (Sam's Club, Reese's, Santander, Optimum and more) to unlock transformative growth through intelligent content, built on industry-leading creativity, connected identity and AI.

President | Doner (Stagwell)

4/2024 – 7/2025

- Led Account Management, Strategy, Data & Analytics and Inclusive Marketing, while evolving the agency's storytelling and positioning at the "Intersection of Modern + Main Street."
- Developed a suite of branded processes, proprietary frameworks and tools to enhance agency capabilities in primary research, data, analytics, artificial intelligence (AI), inclusive marketing and scaled content automation.
- Pitched and won new business: Starbucks, Stellantis' Ram, Valley Bank, Meijer, Tommy John, Hexagon, Shoe Carnival, Serta, Cencora (AmerisourceBergen), Captain D's and more.

Chief Strategy Officer (CSO) | Doner & Doner Partners Network (Stagwell)

7/2021 – 7/2025

- Exceeded financial targets, delivering 24% revenue growth and 52% EBITA growth, culminating in placement on Ad Age's A-List (Stagwell's first-ever agency network to be recognized).
- Grew multi-agency revenue 47% YOY; Cultivated the network's strategic discipline; established the Global Strategy Council, capitalized on Stagwell's proprietary technology and data; refined agencies' positionings.
- Pitched and won new business: J&J / Kenvue (Neutrogena, Aveeno), Saucony, Stellantis (Chrysler, Jeep, Ram, Dodge), L.L.Bean, Cue Health, Tishman Speyer, Qurate Retail's Sune, Illumina, Francesca's and Lovesac.

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 teams across a portfolio of top accounts, including AB InBev (Michelob ULTRA, Mike's Hard, BON VIV), Lincoln Financial, Blue Cross Blue Shield, GSK (Flonase), Spotify and Tommy Hilfiger.
- Pitched and won new business: AB InBev, Mike's Hard, Spotify, Tommy Hilfiger, Clinique and Braven Health.

SVP, Group Strategy Director | Global Creative Council | 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.
- Steered key accounts: Subway, Liberty Mutual, UPS, Bank of America, I Love NY, Reebok, Eaton and InEight.
- Pitched and won new business: Google, LEGO, L.L.Bean, Lenovo, Verizon, Vistaprint, and Calvin Klein.

VP, Strategy Director | Global Creative Council | Jack Morton Worldwide (IPG)

3/2014 – 1/2017

Senior Strategist | Global Creative Council | Jack Morton Worldwide (IPG)

11/2011 – 3/2014

- Spurred the office's three-year, 142% revenue growth as a member of the Leadership Team.
- Oversaw strategy across: Subway, Liberty Mutual, GM (Chevrolet/GMC), Intel, Fidelity, P&G (Olay), Massachusetts General Hospital (MGH), Oracle, 2(X)IST and Eaton.
- Pitched and won: Liberty Mutual, Subway, TD Ameritrade, Sylvania, PUMA, Bose, Lady Gaga's Born This Way Foundation, P&G's Olay and Tribe Hummus.

Communications Strategist | Oxford Communications

5/2009 – 11/2011

- Founded social, mobile, digital and search practice, with responsibility for departmental P&L and growth.
- Strategic lead across Brother, Prime Retail, RWJ Hospitals, QuickChek, Hollywood Tans and Drexel University.
- Pitched and won new business: Bombardier, Audiovox, RCA and Villa Restaurant Franchises.

Digital Strategist & Designer | Street Attack, Espresso, Refine+Focus, The Plenary Group

6/2005 – 5/2009

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