

BEN GROSSMAN

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Strategy leader. Advertising modernizer. Business driver.

EXPERIENCE

SVP, Group Strategy Director | FCB NY (IPG) **7/2019-Present**

- Delivered 45% YOY office growth and recognized as Adweek's 2020 Global Agency of the Year.
- Leading 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, Flonase, Spotify and Tommy Hilfiger.
- Won significant new business pitches, including AB InBev's Beyond Beer Portfolio, Mike's Hard Lemonade, Spotify, Tommy Hilfiger and Clinique. Generated organic growth against retained and project-based accounts.
- Elevating strategic offering and mentoring teams across integrated disciplines, including brand planning, comms planning, and brand positioning. Particular focus on enhancing digital, brand purpose and activation capabilities.

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

- Headed Strategy Department and grew revenue by 10% across New York, Boston and Princeton offices.
- Steered advertising, integrated marketing, digital and content AOR relationships with agency's top clients.
- Drove new business wins, including Google, LEGO, L.L.Bean, Lenovo, Verizon, Vistaprint, and Calvin Klein.
- Fostered senior client relationships and stimulated organic account growth across brands including Subway, Liberty Mutual, UPS, Bank of America, I Love NY, Reebok, Eaton, InEight and more.
- Led Digital and Content Marketing Practice across 15 offices globally, codifying best practices and pitching.
- North American Strategy Representative to the agency's Global Creative Council.

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

- Spurred the office's three-year 142% 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.
- Developed thought leadership for international speaking engagements, press interviews and white papers.

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

- Led end-to-end development of strategic deliverables, including primary and secondary research, communications plans, creative briefs and measurement plans and reports.
- Responsible for 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 full roster of integrated marketing clients, including Brother International, Prime Retail Outlets, Robert Wood Johnson Hospitals, Quick Chek, Hollywood Tans and Drexel University.
- Pitched and won key accounts, including Bombardier, Audiovox, RCA and Villa Restaurant Franchises.
- Acted as agency's public voice and thought leader through press interviews and industry speaking events.

Digital Strategist | Freelance: Street Attack, Espresso, Refine+Focus, BiGMarK, First Act **9/2008-5/2009**

- Managed influencer programs, social media initiatives, word-of-mouth campaigns, sales enablement development and UX for clients including Mashable, GlobalPost, InternetIsFun and Jive Software.

Marketing Strategist & Graphic Designer | The Plenary Group **6/2005-9/2008**

- Crafted brand identities, advertising, collateral and digital marketing for small and medium sized businesses.

EDUCATION

Emerson College | GPA: 4.0 | Summa Cum Laude

B.S. Marketing: Advertising and Public Relations

Professional Studies

Option® Portfolio School: Creative Concepting

MassArt: Web Design & Animation

Parsons School of Design: Industrial Design

School of the Art Institute of Chicago: Graphic Design

THOUGHT LEADERSHIP

- **Speaking Engagements (50+)**: SXSW, CES, ANA, Intel, Microsoft, FutureM, Inbound, Nordic Media Summit, Marketing Sciences Institute and more
- **Publishing**: Over 750,000 views of white papers
- **Press**: Mashable, Yahoo! News, PSFK, BtoB Magazine, Chief Marketer, PubClub
- **Awards**: Reggie, Webby, AME, IMA, MITX, AdClub