**GRANT E. SUMMERS**

6 Hudson Lane, Windsor, Connecticut 06095

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Excellent marketing qualifications, including advisor to senior executives, strong team leadership, digital and demand generation expertise, disciplined financial stewardship, and the ability to grow business.

**G. Emerson Summers, lnc.**

**Marketing/Business Development/Communications**

**Windsor, Connecticut (7/2008 to present)**

* Directs planning and implementation of marketing programs and projects that support organizational marketing objectives for volume, revenue, profit, customer acquisitions, retention and satisfaction across targeted regions throughout the country. Supports new product and service offerings, drives execution of their development and promotion, and generates interest and opportunities to expand business and sustain growth and profitability.
* Responsible for the strategic development, optimization, and overall analysis of fully integrated marketing campaigns and technology-based lead generation programs. Drives the acquisition strategy and prospect segmentation, manages resources, delivering results, and accountable for driving new business growth. Drives new inquiry, high response rates and quality conversions. Pursues, negotiates, and signs new business. Develops, executes and evolves an annual marketing and communications planning process that aligns with the company strategic planning and financial processes.
* Manages digital and interactive marketing, direct and promotional marketing, advertising, media planning and buying, corporate communications, research and analytics, public relations, social media, and other communications services. Creates television, radio, web site, magazine, newspaper, outdoor, direct mail, catalog, sales collateral, trade show and corporate events from concept to implementation.
* Markets digital news and information web platform, creates interactive advertising, social media and mobile campaigns. After first year, achieved 30% marketshare with 293,000 uniques, and increased advertising sales 65%. Launched Hungarian liqueur in the United States. Test marketed in Buffalo, NY and started distribution in Ohio. Developed trade media and retail promotional campaign. Produce lead generation and channel marketing for manufacturer of emblematic jewelry for employee achievement and recognition awards.

**Vice President of Marketing**

**Radiology Associates, Inc.**

**Providence, Rhode Island** **(6/1994 - 6/2008)**

* Started Greystone digital division and grew business 30% annually to $4,000,000 through Massachusetts, Connecticut, New Hampshire, and Rhode Island primary care medical offices. Developed joint ventures, affiliations, and partnerships with internet reporting software and electronic medical records. Delivered first service contract and affiliation with Women & Infants Hospital/Care New England.

* Developed $1,000,000 in new patients for three Rhode Island offices providing CT, ultrasound, mammography, bone densitometry and x-ray. Digitized screening mammography, introduced DEXA bone densitometry, designed diagnostic exam worksheets and doctor/patient reports, and improved patient outcomes. Created health risk assessments, disease prevention programs, and consumer healthcare advertising.
* President of InforMed/Meducation Healthcare Communications, Inc. Developed programs designed to increase preference, build support and provide information to consumers, patients, physicians, donors, volunteers and media. Awarded grants from the National Centers for Disease Control and Prevention to help start the Rhode Island Department of Health Women’s Cancer Screening Program. Created the marketing campaign in five languages and the program ranked first nationally for cancer screenings. Awarded two governor citations.
* Rhode Island Consumer Education Chairman, HCFA Health Care Quality Improvement Program. Created TakeCareRI, the first state medical prevention coalition in the United States. Started The Coalition For Patient Choice and lobbied successfully for open patient access and medical savings account legislation. Appointed to Senate Legislative Commission and helped write the Rhode Island Patient Health Care Accessibility and Quality Assurance Law.
* Health Committee Secretary, The Rhode Island Commission on Women. Finance Development Director, The Rhode Island Osteoporosis Coalition. Rhode Island Communications Chairperson, The American College of Healthcare Executives. Rhode Island March of Dimes Chapter Chairman awarded volunteer of the year, national chapter of the year, and eight national program awards. The Mammography Quality Standards Act Advisory Committee, and advisor to The American College of Obstetricians and Gynecologists, The New England Coalition for Health Promotion and Disease Prevention, and The New England Regional Genetics Group.

**Marketing Department Director**

**Office of Labor and Workforce Development**

**Commonwealth of Massachusetts**

**Boston, Massachusetts (4/1992 - 5/1994)**

* Provided counsel and served as key advisor to the Department of Unemployment Insurance, Department of Career Services, and Department of Labor Standards. Developed and implemented health plan and welfare-to-work initiatives, and integrated UI services in Massachusetts businesses. Introduced Total Quality Management/Six Sigma business process improvement training.
* Developed department methodologies, processes and procedures. Managed staff writers, freelance designers, video producers and other vendors. Hired, trained, and conducted performance evaluations and career development plans among direct reports. Received national awards for TeleServe, Work Search Journal, and the Veterans Training Institute.

**Management Supervisor**

**FitzGerald & Company, Inc.**

**Cranston, Rhode Island (1/1986 - 3/1992)**

* Successful experience pitching and winning new business, and growing agency top line revenue. Reputation for being the best - track record of closing and keeping most business in agency.
* Identified client challenges and translated business objectives into strategic marketing plans, as well as manage campaigns, production, and new business presentations. Wrote marketing plans that identified objectives, strategies and tactics, pert charts, success metrics and resources to successfully complete projects. Checked and approved copy, layouts, photography, production proofs, and coordinated client approvals. Monitored budgets and retainers, and forecasted revenue opportunities. Managed direct reports, including mentoring, coaching, and inspiring junior account team members.
* Managed marketing, advertising, and public relations for Amtrol, Crystal Works Factory Outlets, DiLeonardo International, General Electric, Gulf Oil/Cumberland Farms, IGA Roger Williams Foods, International Packaging, Johnson & Wales University, Key-Tech, Masters of Design, National Association of Realtors, New England KFC Restaurants/Pepsi Food Group, and the Rhode Island Department of Education.

**Account Supervisor**

**TracyLocke/BBDO & Blair Advertising/BBDO International**

**Dallas, Texas and Rochester, New York (8/1978 - 12/1985)**

* Served as the day-to-day representative of the agency for the marketing, advertising development, and servicing of assigned accounts and brands. Maintained through knowledge of client’s business in order to direct and contribute to their marketing and advertising plans. Wrote strategic marketing plans and drove research, creative, media, and production teams from concept development to completion - on strategy, on time and within budget.

* Managed account financials (budgeting, billing, invoicing and reporting), edited copy and design, and wrote conference reports and memos to communicate in detail the progress with clients. Brainstormed and presented new proposals to support and grow client’s business.

* Managed worldwide marketing, advertising, and public relations campaigns for some of the best known brands - Bausch & Lomb, Corning Glass Works, GCA Precision Scientific, Haggar, Hickory Farms, Kodak, Manufacturers Hanover Trust Bank, McDonald’s, Monro Muffler Brake, Omega, Pepsi, and the R.T. French Company. Clio Finalist and Business Press of America Objectives & Results award.

**Education**

S. I. Newhouse School of Public Communications

Syracuse University, Syracuse, New York (9/1974 - 5/1978)

Bachelor of Science, Dean’s List, Alpha Epsilon Rho Honor Society, WAER News Broadcaster, Newhouse II Television Productions, WTVH Productions, and Syracuse University Cheerleading Captain.

Harvard University, Cambridge, Massachusetts, Marketing Management Course (1993)

McDonald’s Hamburger University (1979), KFC Corporate Training (1986), Society of Diagnostic Medical Sonographers OB/GYN Program (2000), HEDIS Field Reviewer Certification (2012).