

Alexander Grossman

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I am a brand builder, creative director, team leader, and passionate inventor of big ideas. With strategic, creative, and operations expertise in crafting dynamic brands that inspire and engage customers across every channel.

How? By unifying fragmented marketing activities, diverse product portfolios, and multinational regions with a singular, cohesive and evocative brand that improves program performance, grows market share and reduces expenses. With a strong roll-up-my-sleeves approach, I leverage my writing and design skills, operations expertise, and a passion for collaboration with global stakeholders to drive results-oriented programs. If you're ready to experience what a resonant brand and high-performance creative team can do for your business, let's talk.

Career History



San Francisco CA | 2020 – 2021
Head of Brand Marketing

[PERSADO]

San Francisco CA | 2019 – 2020
Vice President, Creative and Brand



San Francisco CA | 2016 – 2019
Vice President, Brand Marketing



San Francisco CA | 2007 – 2016
**Senior Director, Marcomm
Director, Marketing Services**



San Francisco CA | 2002 – 2007
Creative Director, Sr. Copywriter

Goldberg Moser O'Neill

San Francisco CA | 1997 – 2001
Senior Copywriter

By the Numbers

16

years managing creative teams.



Managed program/media budgets up to

\$10M

Increased daily MQL delivery by

29%



across 6 weeks with 2018 Sage Brand to Demand campaign "Ambition."

Doubled lead capture rate, influencing

\$46M



in revenue in 2018 with launch of new Sage website and nurture program.

Responsible for teams as large as

48

creative colleagues across 10 countries.



Served under

8

different CMOs in

14

years as a client-side creative director.

Launched business builder reference program that delivered

45

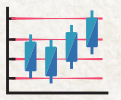


unique customer testimonials in 2017, 2018, 2019.

Launched Sage Business Cloud campaign in key US and UK markets in 2017, delivering an

11-point

increase in spontaneous awareness across campaign metro areas.



Oversaw new Riverbed brand to demand global ad program in 2015, delivering...

250M

impressions with a 24% CTR.

Oversaw creative and main stage production for customer and user conferences for Riverbed global, across 9 years, attended by

30,000



total guests.

New Sage creative services operations reduced dependencies on worldwide agencies, saving

\$4M



Launched Sage Business Builder brand positioning to create end-to-end brand experience in 2017. Adopted/activated by

14,000

employees across the globe.



Brands



Awards

★ 2019 Platinum AVA Digital Awards for the Peter Jones Ambition Campaign

★ 2006 Gold Addy Award for Sprint Enterprise Dimensional Mailer

★ 2004 Gold Beverage Dynamics Award for Geysers Peak Print Campaign

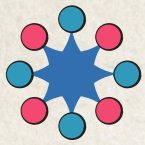
★ 2018 Silver Midas Awards New York Festivals for the Peter Jones Ambition Campaign

★ 2003 Creativity Honoree for Shanti Pro-Bono Brand Campaign

★ 2006 Silver Addy Award for Bermuda Dept. of Tourism Group Travel Magazine DM

★ 1999 ICON Gold for Dell Computer Print Campaign

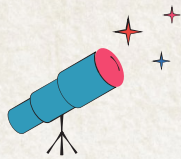
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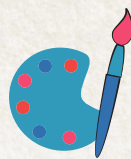
Brand Development/ Management/ Expansion



Integrated Marketing Communications



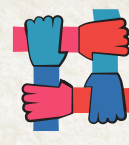
Visionary Creative Direction



Brand/Creative Services Operations

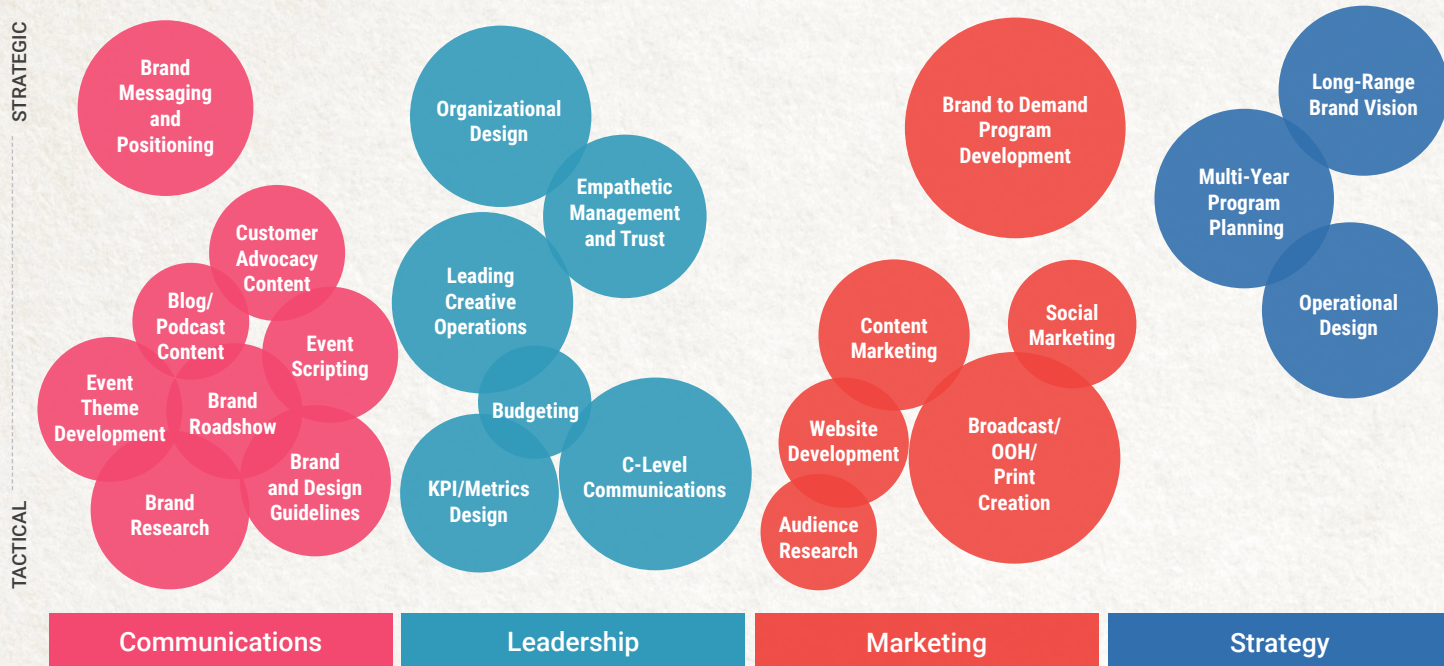


Company Storytelling/ Executive Enablement



Team Development/ Colleague Engagement

skills & knowledge



alex is...

"...more than a storyteller, a creative, a bringer of brands to life – he has the **unique gift of being able to unite an organisation** and its goals through its creative. Alex then takes his stakeholders and his team on the journey to a successful outcome."

Kate Hassler,
Marketing Director, JPMorgan Chase

"...in my 25 years as a Bay Area creative, I haven't met anyone who's shaped as many careers as Alex. Alex is **a teacher and a mentor**, one who will **illuminate the path forward**."

Joe Franklin,
Global Brand Creative Director, Sage

"What stands out most to me, however, is Alex's likability - even under pressure. **Everyone who works with him loves having him as their leader**."

Alison Conigliaro-Hubbard,
VP Product Marketing, Riverbed

"...a **creative visionary**, who excels at uncovering the elemental details and insights and crafts these pieces. "

Katie Bauersfeld,
Global Director of Brand Planning, Sage

"Operationally he is **the most organized and buttoned-up client you will ever know**; exacting in every detail."

Elisabeth Fogli,
Producer/Director, Corvid Films

"During the years we worked together at Publicis Dialog San Francisco, Alex helped us **win the greatest number of advertising awards in the history of our agency**."

Jonathan Butts,
President, BlackWing Creative

"...an **intelligent, quick thinker** with the skills to set and execute a broad brand advertising strategy..."

Carolyn Crandall,
CMO, Attivo Networks

"Alex imbues communication with the kind of **authenticity that connects** customers, clients, and colleagues, making the brands he works for and with, human."

Alex Bornoff,
Associate Director, Innovation Protocol

education



Bachelor of Science, Advertising
University of Texas at Austin

Let's get your customers engaged and your sales team cheering!

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