

MONDAY, AUGUST 2, 1999

PR Firm's Founder Helps Simplify Gov't Complexities

MARK J. GROSSMAN

POSITION: President of Grossman Strategies, a public relations firm now in its new location on Waverly Avenue in Holtsville. Grossman began his career in public relations 4 1/2 years ago following a six-year stint as Long Island regional representative for former Gov. Mario Cuomo.



OVERALL DUTIES: Include developing and implementing strategic marketing and publicity plans for private- and public-sector clients. "A large component is the government. We serve as liaison for clients that need assistance with the government... tracking applications, making presentations, helping them with grants, with lobbying on legislation phone-call campaigns. We work with them to assist them in that process."

FOCUS: "Helping companies and organizations deal with complex issues and helping them navigate the complex governmental multilevel structure on Long Island. I enjoy helping them tell their story."

BIGGEST CHALLENGE: "Managing multiple and diverse projects."

AGE: 42

FAMILY: Married to Lisa, a junior-high school teacher in the William Floyd School District. They have a daughter, Halle, 2.

EDUCATION: Bachelor of fine arts degree from the School of Visual Arts in Manhattan, master's degree from New York Institute of Technology in Old Westbury.

RESIDENCE: East Patchogue. Grew up in the Bronx.

FOR RELAXATION: He enjoys photography, the theater

in Manhattan, dining out and spending time with his daughter.

LAST BOOK READ: "They Can't Hide Us Anymore," by Richie Havens.

FANTASY POWER LUNCH: With former President Jimmy Carter. "I admire how he's been able to combine governmental public service with now a second career in human services."

PET PEEVE: "I really don't like when reporters say, 'Out in Suffolk County.'"

PROUDEST PROFESSIONAL MOMENT: "Getting the first check made out to Grossman Strategies. It validated for me that I'm in business."
—Tommi Jackson