

# Long Island Business NEWS

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## Mark Grossman, CEO, Grossman Strategies

**M**ark Grossman, 46, had served as Long Island regional director for Gov. Mario Cuomo until he was defeated by Gov. George Pataki in 1994. The outcome of that race for governor led Grossman to move from politics to PR.

"It was a sad event personally and politically, but it wound up propelling me successfully into a new career," says Grossman, CEO of Grossman Strategies in Bohemia.

Since then Grossman's firm has become a go-to PR company for organizations ranging from the New York State Democratic Party (for internal party communications) to the Islander East natural gas pipeline project.

Grossman and his wife,



Lisa DiSanto Grossman, grew the firm slowly, unsure at first whether PR would be a permanent career or just a brief stop-over. Lisa Grossman helped launch the firm while working as a high school social studies teacher in the William Floyd School

district. She formally joined the firm as an account executive in 2001 and became chief operating officer last year.

The company recently moved from Holtsville to Airport Corporate Center, doubling its space to about 2,000 square feet to accommodate its seven employees.

Clients today include the Community Development Corp. of Long Island; the Nurse Practitioners Association of Long Island, the Port Jefferson School District; and, the American Parkinson Disease Association, Suffolk Chapter.

Grossman remains involved in government as a lobbyist.

— CLAUDE SOLNIK