



ADVERTISING/MARKETING

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## Expanding Grossman Firm Moving to Holtsville Site

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Mark Grossman is taking his government and public relations firm to the next level.

After four years of running Grossman Strategies out of his East Patchogue home, Grossman is moving into an 1,100-square-foot office suite in Holtsville on Waverly Avenue.



Newsday Photo/Don Jacobsen  
*Mark Grossman, president of Grossman Strategies, stands in front of Waverly Plaza in Holtsville, where his office has relocated.*

"It's a perception issue," Grossman said. "People seem to take you a little more seriously when you're in a real office."

Besides, business has been good.

Grossman, who is currently juggling more than a dozen accounts, has started growing his client base in the telecommunications industry.

He's picked up Sprint PCS and Metricom, a wireless Internet provider, in the past year.

"Telecommunications is a growing field on Long Island," said Grossman, who served as former Gov. Mario Cuomo's regional director for nearly six years. "This new client-concentration area is a growing part of the business."

Over the years, he also has developed a niche in the nonprofit



field and in health care, representing such clients as Clubhouse of Suffolk and the American Parkinson's Disease Association.

Grossman will bring with him two account executives, Jacqui M. Rizzuto and Rosanne Modugno. He was to officially move in today.

"I think when people hear my name, they think Mario Cuomo," Grossman said. "After four years, I want people to realize that this is not something I'm doing between jobs ... that I've developed a business and its growing."