

# Mark J. Grossman

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**OBJECTIVE** To obtain an teaching position in Communications or a related field offering professional growth, utilizing my academic credentials, college teaching experience, classroom technology expertise, numerous publications, and professional background in Public Relations and Communications in both the private and public sectors.

**EDUCATION** NEW YORK INSTITUTE OF TECHNOLOGY, Old Westbury, NY  
**Master of Arts With Distinction, Communication Arts**  
Graduate Fellow on Full Scholarship, Department Teaching Assistant

SCHOOL OF VISUAL ARTS, New York, NY  
**Bachelor of Fine Arts, Filmmaking**

**TEACHING EXPERIENCE** SUFFOLK COUNTY COMMUNITY COLLEGE, Selden, NY  
**Adjunct Assistant Professor, Department of Communications** 2010-present

- Teach “Introduction to Human Communications” and “Public Speaking” to undergraduate students
- Serve on Manufacturing Technology Advisory Committee
- Juror at annual intercollegiate Forensic Speech Competition hosted at Suffolk Community
- Serve on Pathways to Opportunities Within Energy and Renewables (POWER) Committee administering a workforce grant supporting the growing green-tech sector
- Enhance learning by infusing technology and social media into traditional classroom and created **www.ProfessorGrossman.com** to support these activities

NEW YORK INSTITUTE OF TECHNOLOGY, Old Westbury and Islip, NY  
**Adjunct Assistant Professor, Advertising Degree Program** 1990-1995

- Taught “Broadcast Advertising” and “Media Production Workshop”
- Developed a new seminar on “Media and Politics” for Advertising majors

**Adjunct Instructor, Communication Arts Department** 1984-1988

- Taught courses in television and broadcast production and techniques
- Participated in new student recruitment and alumni engagement activities
- Served on NYIT Media and Arts Curriculum Advisory Committee

## PUBLIC RELATIONS EXPERIENCE

GROSSMAN STRATEGIES, Bohemia, NY 1995-2005  
**Principal – Founder**, A public relations firm serving corporate, non-profit, and institutional organizations.

- Corporate clients: Sprint PCS, Cingular Wireless, Pathmark, Home Depot, and Publishers Clearinghouse
- Public sector: United Way, LI Housing Partnership, NY Chiropractic Council, Nassau-Suffolk Coalition for the Homeless, Suffolk Village Officials Association, school districts, libraries and labor unions
- Planned and executed strategic PR and media events including full support services
- Developed press releases, created press kits, produced videos, and wrote/designed media ads and PSAs
- Lobbied at the local, state, and federal government for private and public sector clients
- Coordinated meetings in Albany and Washington, DC with lawmakers and senior agency staff

**AWARDS** 50 or so Around 50 Award, *Long Island Business News* (2010)  
Several PR Awards from the NYS and National School Public Relations Associations (1995-2005)  
Small Business of the Year, Long Island Association (2003)  
Telly Award Finalist for *Women’s Health Partnership of Suffolk County Education Video* (2000)  
Pollie Award, 3<sup>rd</sup> Place nationally, Regional Radio, American Assoc. of Political Consultants (1995)

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## **PUBLIC SECTOR EXPERIENCE**

GOVERNOR'S OFFICE OF STORM RECOVERY, Hauppauge, NY 2013-present  
**Long Island Field Director**

- Supervised establishment of intake/case management centers in Sandy's aftermath
- Manage work with large public institutions such as schools, hospitals, and municipalities to maximum funding for repair and future storm mitigation projects
- Collaborates with government and community groups to ensure access to state resources
- Key liaison with volunteer recovery groups and NGOs involved in service delivery

NY STATE DEPARTMENT OF LABOR, Patchogue, NY 2008-2013

### **Commissioner's Long Island Regional Representative**

- Key liaison with industry sectors, organized labor, social and human service agencies, educational institutions, business/trade groups, and economic development organizations
- Forged new and innovative partnerships to achieve agency's goals and policy initiatives
- Created marketing initiatives to promote workforce development and training programs
- Served as Chairman of the agency's Long Island Labor-Management Committee
- Appointed Deputy Exec. Dir. of Governor's Regional Economic Development Council

TOWN OF BROOKHAVEN, Farmingville, NY 2006-2008

### **Special Assistant to the Supervisor for Intergovernmental Relations**

- Key liaison to other levels of government, organized labor, the business community, the arts, educational institutions, and public utilities.
- Departmental oversight over Waste Management, Public Safety, Housing & Community Development, Assessor, Town Clerk, and Economic Development
- Assisted in developing town policy and \$185 million annual operating budget
- Participated in developing annual state and federal legislative agendas working with state legislators as well as members of the US House and Senate
- Managed franchise relations with Cablevision during Verizon FiOS launch

NYS EXECUTIVE CHAMBER, Hauppauge, NY 1989-1995

### **Long Island Regional Director to Governor Mario M. Cuomo**

- Interfaced daily with the senior Executive Chamber staff on policy and program issues
- Represented the Governor in meetings, reported results, and recommended actions
- Organized logistics, planned public events, and prepared briefings for the Governor
- Served as Regional Ombudsman and managed the state's regional licensing office

COUNTY OF SUFFOLK, Hauppauge, NY 1988-1989

### **Assistant County Executive – Legislative Aide to Presiding Officer**

## **LEADERSHIP POSITIONS**

Board Chairman, Long Island Works Coalition (2010-present)  
Past Board Member and President, Literacy Volunteers of America - Suffolk (1990-present)  
Past Member, Board of Education, South Country Central School District (2001-2006)

## **MEMBERSHIPS**

Workforce Investment Boards for several municipalities in Nassau & Suffolk Counties  
Former Member, Suffolk County Motion Picture/TV Commission  
Alumni Society, School of Visual Arts and New York Institute of Technology  
Trustee and Religious School Instructor, Mastic Beach Hebrew Center

## **PUBLICATIONS**

Numerous columns in *Newsday*, *New York Times*, *Long Island Business News*, and other newspapers, magazines, trade journals, and academic publications.

## **LICENSURE**

New York State Notary Public

## **PORTFOLIO**

[www.MarkGrossman.net](http://www.MarkGrossman.net)