

Mark J. Grossman

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*AWARD-WINNING PR-COMMUNICATIONS CORPORATE EXECUTIVE
EFFECTIVE ADVOCATE/MANAGER IN GOVERNMENT AND PUBLIC SECTOR
ADJUNCT ASSISTANT PROFESSOR OF COMMUNICATIONS AND ADVERTISING*

GOVERNMENT – PR – COMMUNICATIONS EXPERIENCE

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

- Supervised the establishment of residential intake and 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 local governments and community groups to ensure access to state resources
- Key liaison with volunteer recovery organizations and NGOs involved in service delivery

NYS DEPARTMENT OF LABOR, Patchogue, NY 2008-2013
Commissioner’s Long Island Regional Representative

Served as key liaison with business/trade groups, organized labor, human service agencies, educational institutions, and economic development organizations. Forged innovative partnerships to achieve administration goals and policy initiatives. Oversaw labor law enforcement. Created and executed marketing initiatives to promote workforce development and training programs.

- Presented at workshops and seminars on workforce development, re-employment, and skills gap
- Served as Chairman of the agency’s Long Island Labor-Management Committee
- Deputy Executive Director of Governor Cuomo’s Long Island Regional Economic Development Council, facilitating Workforce & Education Work Group

TOWN OF BROOKHAVEN, Farmingville, NY 2006-2008
Special Assistant to Town Supervisor for Intergovernmental Relations

Key liaison to other levels of government, organized labor, private industry, the arts, and educational institutions. Departmental oversight for Waste Management, Public Safety, Housing & Community Development, Assessor, Town Clerk, and Division of Economic Development. Assisted in developing town policy and \$185 million annual operating/capital budgets.

- Developed annual state and federal legislative agendas in collaboration with House and Senate members
- Directed franchise relations with Cablevision during Verizon FiOS launch

GROSSMAN STRATEGIES, Bohemia, NY 1995-2006
Public Relations Consultant, Principal – Founder

Established and managed an award-winning PR firm serving both corporate and government accounts. Private sector clients included Sprint PCS, Cingular Wireless, Pathmark, Home Depot, and Publishers Clearinghouse. Public sector accounts included L.I. Housing Partnership, NY Chiropractic Council, Nassau-Suffolk Coalition for the Homeless, Suffolk Village Officials Association, school districts, libraries, and labor unions.

- Planned/executed PR and media events and lobbied at the local, state and federal levels
- Coordinated meetings in Albany and Washington, DC with lawmakers and agency staff.
- Developed press releases, media kits, promotional videos, and wrote and designed media ads and PSAs

Awards with Grossman Strategies:

- 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, 3rd Place Winner for Regional Radio, American Assoc. of Political Consultants (1995)

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NYS EXECUTIVE CHAMBER, Hauppauge, NY 1989-1995
Long Island Regional Director to Governor Mario M. Cuomo

- Interfaced daily with the Executive Chamber 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, Mrs. Cuomo, Lieutenant Governor, and Secretary of State
- Served as Regional Ombudsman and managed the state's regional licensing office

COUNTY OF SUFFOLK, Hauppauge, NY 1988-1989
Assistant to County Executive – Legislative Aide to Presiding Officer

TEACHING EXPERIENCE

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

- Teach “Human Communications” and “Public Speaking” to undergraduate students
- Member of Manufacturing Technology Committee and Juror at annual Forensic Society Competition
- Serve on Pathways to Opportunities Within Energy and Renewables (POWER) Committee administering a grant supporting the burgeoning green tech sector

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

- Taught “Media Production Workshop” and “Broadcast Advertising”
- Developed a new seminar on “Media and Politics” to Advertising majors
- Participated in recruitment and alumni engagement activities

Adjunct Instructor, Communication Arts Department 1984-1988

- Taught courses in “Television Production”
- Served on NYIT's Media and Arts Curriculum Advisory Committee

EDUCATION

M.A. with Distinction, Communication Arts, New York Institute of Technology
Graduate Fellow on Full Scholarship, Teaching Assistant

B.F.A., Filmmaking, School of Visual Arts

LEADERSHIP POSITIONS

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

AFFILIATIONS

Workforce Investment Boards for several municipalities in Nassau and 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

Author of numerous columns appearing in *Newsday*, *New York Times*, other newspapers, magazines, and trade journals.

LICENSURE

Notary Public, New York State