

HARRY C. GROOME

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CREATIVE MARKETING AND BUSINESS DEVELOPMENT

- Strategically sound marketing pro with a proven track record of successfully launching and growing start-up and mature brands.
- Positioning companies into market-share leaders in a variety of categories including sports, luxury goods, publishing, entertainment, and marketing.

Marketing Strategy • Breakthrough Creative Solutions • Green Marketing Solutions • Business/Sales Development • Brand Management • Licensing • Client Relations

PROFESSIONAL EXPERIENCE

MOJO MARKETING, MA and NY • July '99- Present

Founding Partner

Currently, responsible for the launch of Boston's **Towne Stove and Spirits**. (www.towneboston.com and www.facebook.com/towneboston).

Primary force for this highly creative marketing company providing unique solutions based on sound strategy. Focusing on new ideas, solving problems, client relations, new business opportunities, and increased revenues for clients including: **Turner Sports, Microsoft, Toshiba, DeBeers, Reader's Digest, Hearts On Fire, Lyons Group**.

Major Contributions:

- Expanded client roster and fueled Mojo revenues through organic growth based on one-of-a-kind marketing solutions.
- Created licensing division for a major jewelry manufacturer and grew sales to \$10 million in 2 years through new product concepts and licensing initiatives with **WB, DreamWorks, King Features**.
- Re-positioned publishing company **ThomasNet** to become #1 online resource for industrial marketing services.
- Developed brand positioning and launch plan for **Lyons Group's Game On!** franchise at Fenway Park and Caesar's Pier Atlantic City.

GROOME CONSULTING, Cumberland, ME • December '98- June '99
Consultant

General marketing consultant for hire and entrepreneur.

Major Contribution:

- Created diamond jewelry e-commerce site **buyarock.com**
(www.themojogroup.com/buyarock).

KIRSHENBAUM BOND & PARTNERS WEST, SF, CA • May '98- October '98
Account Director

- Responsible for all client relations and new business efforts.

Major Contribution:

- Revived **Boudin Sourdough Bakeries**, San Francisco's oldest brand.

ODIORNE WILDE NARRAWAY GROOME, SF, CA • 1994- August '97
Partner/Account Services Director

- Increased agency billings from \$1 to \$20 million in 3 years.
- Grew **EA Sports** to #1 video game brand worldwide.
- Led new business charge resulting in the following wins: **Beaulieu Vineyard, McKenzie River Brewing Co., The Bay Area Mercedes-Benz Dealer Group, Sierra Expressway, SportsLab, ACA Joe, Silicon Gaming.**

ELECTRONIC ARTS, San Mateo, CA • Spring 1994
Advertising Manager

- Managed advertising campaign for highly successful Spring selling season.

GOLDBERG MOSER O'NEILL, SF, CA • 1992-94
Account Supervisor

- Positioned and launched **EA Sports** brand
- Pitched, won, and managed \$6 million **Black Angus** account.

NW AYER New York, NY • 1989-1992
Account Executive

- Ran daily operations of \$3 million **Maxfli Golf** account and **DeBeers** retailer program.

LORD, GELLER, FEDERICO, EINSTEIN, New York, NY • 1987-1989
Assistant Account Executive

- Responsible for billing, budgets, and competitive analysis for **IBM** b2b account.

EDUCATION

Bachelor of Arts
Hamilton College, Clinton, NY