

MARCI J. GROSSMAN

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SENIOR GLOBAL COMMUNICATION LEADER & CONSULTANT

Accomplished, results-driven corporate communication expert with track record driving integrated internal and external strategies that align with company goals. Demonstrated talent at amplifying company brands, creating powerful messaging, launching products, planning major events, and engaging employees. Trusted C-Suite advisor with keen strategic business acumen and experience leading communications at five Fortune 500 companies and high-growth renewable energy start-up. Dynamic change agent adept at preparing for and responding to crises. Worked in corporate, agency, and independent consulting roles across multiple industries, including 15 years in energy, as well as consumer products, e-commerce retail, live entertainment, and wireless/telecom. TV reporter after college.

AREAS OF EXPERTISE

Branding & Reputation Management | Crisis Communications & Issues Management | Media Relations/PR | Messaging | Thought Leadership & Executive Positioning | Strategic Communication Planning | Event Planning | Community Relations/Corp. Contributions | Versatile Writer, Storyteller & Presenter | Internal & Executive Communications | Social & Digital Media | Marketing Communications |

PROFESSIONAL SYNOPSIS

Marci Grossman Public Relations Plus LLC—Austin, TX, & Chicago, IL

June 2017—Present

Independent Communication Consultant

Provide marketing and communication consulting services to clients that help elevate brands; protect and strengthen reputations; garner media and social coverage; reach and influence key stakeholders; and engage employees. Also help organizations prepare for and respond to “live” crises. Develop and execute multi-channel internal/external integrated communication strategies; write a wide variety of communication materials and content (news releases, statements, Q&As, media alerts, articles, speeches, social copy, pitch letters, newsletters, brochures, video scripts, web copy); provide media and crisis communication training; pitch and place stories; plan and coordinate PR, media, employee, public events. Develop crisis, thought leadership and internal communication plans, and metrics.

Indiana Michigan Power (I&M)—Fort Wayne, IN

Feb. 2021—Feb. 2022

American Electric Power (AEP)—electric utility subsidiary; \$2B revenues, serves 600,000 customers in Indiana and Michigan.

Director of Corporate Communications & Marketing

Managed/led all functions for I&M’s top communication role. Served on extended leadership team, managed \$2.5 million annual budget and 6-person team. Hired to develop/execute internal/external multi-channel communication strategies and messaging to promote customer experience, “green” leadership, corporate goals, culture, and key initiatives to diverse stakeholders while driving enrollments for established/new energy services. Responsible for elevating brand and community profile. Doubled JD Power scores.

- Developed, multi-channel (PR, social, digital, marketing, traditional advertising, internal) communication strategy and five communication pillars to drive all messaging. Efforts doubled positive media coverage, year-over year, increased message penetration, social engagement, created message consistency, and improved JD Power scores by more than 20 points.
- Led all crisis communications and issues management activities, including planning, strategy, messaging, and response.
- Restructured department: hired two people; defined/reallocated roles, implemented key processes, developed metrics, and created 100-day communications plan for new president. Efforts improved efficiencies, productivity, and communications.
- Rebuilt internal communication program during COVID to help improve culture scores and engage employees. New approach was more strategic, increased overall internal communications and use of video, improved writing, better positioned company president and other executives, was aligned with company’s priorities and ongoing initiatives, and had clear, consistent messaging.
- Revamped company’s storm communication approach to educate customers by increasing videos and visuals, updating messaging, being more proactive in all channels, creating new storm roles and explaining the “why”. Efforts increased media favorable media coverage, generated positive customer responses on social media channels.
- Created strategy/oversaw execution of major stakeholder event to promote Notre Dame’s REC purchase and unveil 250 MW St. Joseph solar farm. State and local elected officials attended/participated in event; garnered 40+ positive news stories
- Initiated/led consumer research strategy—first time in 10+ years—to gauge customer perceptions and refine messaging.

KeyComm Communication Services—Chicago, IL

June 2017—Jan. 2021

Privately owned communication consulting business.

Senior Consultant and Principal (same as current consulting on top; different name)

Peoples Gas & North Shore Gas (Utilities)—Chicago, IL Mar. 2016—May 2017
Natural gas provider to 1 million Chicago/suburban customers. Subsidiary of \$30B WEC Energy Group (NYSE: WEC).

Head of Corporate Communications & Contributions

Successfully performed all functions in top communication role; reported to CEO, member of executive leadership team; led 8-person corporate communications team and managed \$3.5M annual budget. Specifically hired to repair Peoples Gas' reputation, rebuild communication function, and reenergize employees' post-WEC Energy acquisition. Managed major crises and issues.

- Developed and executed multi-channel external PR strategy to tell company's story, increased positive media coverage by 50%.
- Created and executed external communication strategy and messaging for \$18M settlement with Illinois Commerce Commission (ICC), Illinois Attorney General, and Citizens Utility Board (CUB). Resulted in balanced coverage.
- Drove communication strategy for \$20M training center groundbreaking (attended by Mayor Emanuel and other elected officials); secured in-advance front-page story in *Chicago Tribune*, and extensive TV and print coverage.
- Led communication for company's controversial \$8 billion, multi-decade natural gas modernization program.
- Authored messaging and media responses for multiple regulatory/legal issues, lawsuits, filings fires, gas leaks and explosions.

MJG Strategic Communication, LLC—Delray Beach, FL Mar. 2014—Feb. 2016

Privately owned communications consulting business

Principal Consultant

Provided media relations, change management, media training, strategy, and content development services to clients.

Florida Power & Light Company (FPL)—Juno Beach, FL Jan. 2012—Mar. 2014

Florida's largest utility; owned by NextEra Energy (NYSE: NEE), \$19B Fortune 172 with \$144B market cap

Senior Director of External Communications

Led team of 15 to positively position FPL's brand and manage its reputation through proactive, strategic communications. Oversaw internal & external communications for Customer Service, Power Generation, Distribution and Transmission business units. Managed and led all crisis communications efforts (storms, outages, other) and provided communications support for FPL's community relations and philanthropy programs. Managed PR agency and \$5MM annual operating budget. Promoted twice the first year.

- Developed and executed internal/external CEO visibility communication plan positively portraying FPL's CEO among stakeholders, which significantly elevated his visibility as a thought leader and increased his media coverage by 65%.
- Led media relations for 5 tropical storms; coverage was more positive; media feedback: "FPL was more approachable."
- Created/led strategy for state's largest power plant demolition event and FPL's most successful PR event. 300+ stakeholders, 24 media outlets attended demolition viewing event; 550 stories ran (400 day of event). Story No. 6 "trending item" on Yahoo. *PR Week*: "Fantastic example of extending coverage around a brief event to drive a local story nationally."
- Improved FPL's digital presence, ensuring social media was integral component in overall marketing mix.

Green Mountain Energy Company—Austin, TX Mar. 2001—Dec. 2011

Nation's first and longest-serving renewable energy retailer; purchased in 2010 by Fortune 500 energy company, NRG

VP of Communications (2001 - 2004) | Remote Full-Time Contractor (2004 - 2011)

Recruited from Dell to lead strategic communications, favorably position Green Mountain Energy Co., launch/build national and local brand from ground-up, drive media coverage, and compete head-to-head with incumbent utilities. Served on management team.

- Developed first communication messages used for PR/TV ads. Ensured message consistency across all channels.
- During tenure, PR efforts helped Green Mountain consistently exceed sales goals, increase market share, launch in 10 new markets, including NYC, grow 30%+ annually, increase brand awareness 50%, and be acquired by NRG in 2010.
- Led efforts to develop *The Big Texas Sun Club* non-profit solar donation program. During my tenure, Green Mountain donated solar panels to 30+ non-profits; partnered with all 30 to hold PR solar installation events, covered by local media.

Dell Computer, Inc.—Round Rock, TX Jan. 1998—Jan. 2001

Recruited to Dell when company was experiencing rapid-growth and hiring 125 people a week. Within three years, Dell's revenues nearly tripled to \$32B. Served in two roles: **Director of Communication for Dell's Home & Small Business Group** (\$2BB)— its fastest-growing business segment — to create consumer brand and build PR function; Two plus years later, hand-picked to fix internal communications and serve as **Director of Global Employee Communications**. Garnered significant accomplishments in both roles.

EDUCATION

Bachelor of Arts in Journalism—The University of Texas at Austin (Emphasis Broadcast News)