

Julie Grosse



Julie Grosse has created compelling marketing campaigns for businesses ranging from start-ups to global New York Stock Exchange companies for two decades. As a senior executive and as a consultant to technology and healthcare organizations, she has designed and executed acquisition communications, advertising, business plans, collateral, demonstrations, events and trade shows, lead generation programs, multimedia scripts, presentations, proposals and RFPs, public relations initiatives, reseller communications, training materials and web sites. Grosse is an expert in the development of initial branding programs for early stage companies, including memorable messaging, positioning and corporate identity packages.

Her pragmatic, hands-on approach gets results. For example, Grosse took restaurant point-of-sale vendor SIVA Corporation from no marketing infrastructure to FSTEC's Best in Show award in four months – and captured a \$2 million customer account on the show floor. At SaaS provider Apigent Solutions she built an unknown brand into a company profiled by the Wall Street Journal in less than a year. Apigent was later acquired by McDonald's and Accel-KKR, who valued the company's brand at one-third of the total acquisition price. In addition, she played a pivotal role in the design of Intelligent Transactions' Web 2.0 marketing technology mash-ups and developed a new software leadership positioning for international POS manufacturer PAR (NYSE: PAR).

Working with young companies, Grosse has created numerous successful business plans, helping to raise \$40 million in capital. She also has created and implemented three comprehensive acquisition communications programs, planning for employee and customer needs as well as press coverage.

Grosse got her start in technology marketing under industry veteran Randy Fields, co-founder of Mrs. Fields Cookies and CEO of Park City Group. She also has served as an event planner, administering events, tours, and conference support for groups including the American Bar Association, the Smithsonian Institution, and the Art Institute of Chicago. She began her career at the Kennedy Center in Washington, DC, serving on the operations staff of the National Symphony Orchestra.

Grosse is a graduate of Northwestern University. See her work at www.juliegrosse.com.

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