

Martin Grobisen

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Marketing Leader

Data-Driven Strategy and Implementation Expert

Advised on federal government **contract acquisitions of over \$2 billion**
Ceelox marketing plan resulted in **Frost & Sullivan Emerging Solutions Award**
Welfont Marketing and Communications plan **drove 3-year sales growth \$3 - \$30MM**
Complete ChangeGear SaaS solution UI and **marketing redesign and implementation**
Advisory Board Member American Marketing Association, University of South Florida

Areas of Expertise

- Strategic Executive Adviser
- Online Reputation Management
- Social Media Strategy & Analysis
- Digital Campaign Strategy
- Large Scale Project Management
- Content Creation, Messaging, PR, Video, Blog

Professional Experience

Gov CIO | Strategic IT Consultant & Communications Specialist | Tampa | 10/2023 - 4/2024

Directed, reviewed, and advised on the contract acquisition process for the Veterans Administration Digital Transformation Center (DTC) SaaS/PaaS program team. Track all project timelines and participate in the creation and review of all government briefing content.

Management of VA projects:

Provide advisory support to the DTC Strategic Acquisition executive/senior leadership.

Track, quantify, analyze, and report on the DTC acquisition ecosystem efforts. Assisting the DTC Strategic Acquisition Lead in the strategic planning, prioritization, and delivery of process documentation for new and recomplete applications, ensuring smooth processing of initiatives.

In collaboration with the cross-functional members of the DTC and Technology Incubation Services team, I create, review, and present the Project Work Statements (PWS) and contract management SOPs for all current and future contract recompetes. This includes the creation of FITARA executive facing contract acquisition briefing content and the tracking of current contract timelines.

Ashley Furniture | Senior Internal Communications Manager | Tampa | 10/2019 - 6/2023

Directed the Internal Communications team, providing brand-integral, effective, internal, and external, global communications.

My role included aligning communications initiatives with the organization's goals, values, and mission. Responsibilities included developing and managing Ashley's strategic communication plans and the creation and implementation of the COVID crisis communications.

Wrote and developed clear, concise messaging on behalf of the Chairman, CEO, and other senior executives ensuring that complex issues were accessible and reader friendly. Oversaw and directed the publication and distribution of communications via employee and licensee

intranets, weekly newsletters, digital signage, posters, flyers, and weekly 5-minute business update videos.

Fostering a highly engaged workforce, I supported and facilitated employee events, meetings, webinar series, and forums to encourage open and transparent 360° communication. Additionally, developed initiatives and programs to promote cross-departmental learning, understanding, and knowledge sharing.

Utilizing regular solicitation of employee feedback, I evaluated engagement levels and communication channel effectiveness, allowing for data-driven decisions to continuously improve internal communication strategies.

MG Productions | Fractional Marketing Communications Director | Tampa | 5/2018 - 10/2019

Provided project management for fully integrated online and traditional marketing campaigns for hi-tech companies, internet start-ups and non-profit organizations. Clients: B of A, Florida Central Credit Union, Microsoft, Williams Law, Samsung, and Dyson.

PR and email marketing campaigns, marketing plans, investor presentations, funding proposals, database maintenance; website development, management, updates; social media, content creation; representative at promotional events; in-depth target market research and analysis.

The Welfont Group | Marketing and Communications Leader | Tampa | 5/2016 - 5/2018

Directed the Marketing and Communications team driving market awareness through web, video, social media, and blogs, resulting in 11,000% sales growth.

Responsible for protecting, enriching Welfont's brand. I oversaw all corporate marketing including the online reputation management initiative to effectively promote positive Google results while driving down negative content. I provided messaging direction, media coaching, and support for the executive, sales, marketing, events, and recruitment teams. Successfully implemented Pardot marketing automation and Salesforce CRM software integration.

SunView Software | Product Marketing and Communications Manager | Tampa | 8/2012 - 1/2016

Utilizing Pragmatic Marketing Framework methodology with Persona and Account Based Marketing, managed all marketing aspects of ChangeGear for the enterprise market.

Project management of product development, branding and launches; created client communications, product presentations and content for websites, blog posts, social media; managed tradeshow participation, lead generation and marketing automation (Pardot, CRM); PR, VOC / customer testimonials and partner marketing.

Feldman, Fox & Morgado, PA | Marketing and Communications Director | Tampa | 8/2012 - 1/2016

Ceelox | Director of Marketing | Tampa | 10/2007 - 3/2009

Education

Bachelor of Arts | California State University Northridge | Communication and Media Studies

Certified Scrum Master | Scrum Alliance

Certificate | University of South Florida | Digital Marketing Certificate Program

Training | ISO, PMP, and Agile Project Management