

Martin Grobisen

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Communications Leader

Executive, Internal, External, Change, and Crisis Communications Expert

Martin is a seasoned marketing and communications strategist who thrives on turning ideas into impactful solutions. His forte lies in translating strategic vision into actionable projects.

Notably, he developed the COVID Crisis Communications Plan for Ashley Furniture to keep their 33,000 employees worldwide safe and their manufacturing facilities operational. He orchestrated the communication strategy for successfully implementing a new Point of Sale (POS) system for their Retail division, streamlining operations and enhancing customer experience.

Martin's project management excellence was unmistakable when an independent ISO auditor awarded his largest annual Ford Motor Company project a flawless 100% Green rating. His IT marketing expertise propelled a SaaS software startup onto the GSA while earning analyst recognition. Furthermore, Martin's mastery of online reputation management defied expectations, driving an unprecedented 11,000% surge in sales over three years for a commercial real estate organization.

Employment History:

Blue Water Thinking | Senior Strategic Communications Specialist | 10/2024-Present

Responsible for developing, implementing, and managing comprehensive communication strategies to support the organization's objectives. Involves creating executive-level communication products, coordinating with SMEs, managing communication processes, and ensuring consistency with the VBA's branding and style guidelines:

- Develop and implement strategic communications plans in alignment with program goals and objectives. Create, edit, and disseminate high-quality internal and external communications materials such as press releases, newsletters, presentations, talking points, and reports.

- Serve as a liaison between the program team and key stakeholders, including government representatives, to facilitate effective communication. Provide communications support for events, trainings, and meetings, including coordination of logistics and materials.

Gov CIO | Strategic IT Consultant and Communications Specialist | 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. Tracked all project timelines and participated in the creation and review of all government briefing content. Management of VA projects:

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

- Tracked, quantified, analyzed, and reported on the DTC acquisition ecosystem efforts. Assisted 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 created, reviewed, and presented 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 | 10/2019-6/2023

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

Aligned communications initiatives with the organization's goals, values, and mission. Developed and managed 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. 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.

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

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

MG Productions | Fractional Marketing Communications Director | 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.

Executed 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 | 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.

Protected and enriched the Welfont brand. Oversaw all corporate communications including the online reputation management initiative to effectively promote positive Google results while driving down negative content. 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 | 8/2012-1/2016

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

Managed 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). Executed PR, VOC / customer testimonials and partner marketing.

Additional Employment History:

- Feldman, Fox & Morgado, PA | Marketing and Communications Director
- Ceelox | Director of Marketing
- Verizon FiOS | Senior Marketing Manager
- Maritz Canada | Production Manager, Ford Team
- ATI Technologies | Marketing Communications Manager

Education:

- **Bachelor of Arts** | Communication & Media Studies | California State University Northridge
- **Digital Marketing Certificate** | University of South Florida (2022)
- **Certified Scrum Master** | Scrum Alliance (2024)
- **CompTIA Security+ Certification** | IT Cyber Security Course (expected June 2025)

<p><u>Areas of Expertise:</u></p> <ul style="list-style-type: none">▪ Strategic Executive Adviser▪ Online Reputation Management▪ Social Media Strategy and Analysis▪ Content Creation and Messaging▪ Public Relations and Press Releases▪ Video Production▪ Marketing<ul style="list-style-type: none">▪ Communications▪ Strategy▪ Operations▪ Lead Generation▪ Change Management and Transformational Strategy▪ Reporting and Stakeholder Communications <p><u>Industry Experience:</u></p> <ul style="list-style-type: none">▪ Public Sectors<ul style="list-style-type: none">▪ Veterans Administration▪ Veterans Benefits Administration▪ Private Sectors<ul style="list-style-type: none">▪ Technology – Hardware, Software▪ Telecom▪ Retail▪ Manufacturing▪ Automotive▪ Real Estate▪ Legal <p><u>Project Management Training:</u></p> <ul style="list-style-type: none">▪ ISO, PMP, Agile/Scrum, Lean	<p><u>Security Clearance:</u></p> <ul style="list-style-type: none">▪ Public Trust▪ TSA PreCheck <p><u>Technology:</u></p> <ul style="list-style-type: none">▪ Microsoft O365, Word, Excel, PowerPoint, Teams, Forms, Visio, SharePoint, Project▪ Smartsheet▪ Adobe Creative Suite, Premiere Pro, Audition, Photoshop, InDesign▪ Pardot, Salesforce, Constant Contact, Survey Money▪ Various Content Management Systems (CMS) <p><u>Volunteer Activities:</u></p> <ul style="list-style-type: none">▪ SCORE, Marketing Mentor▪ American Marketing Association, USF Chapter Advisory Board Member, Mentorship Program▪ USF Digital Marketing Certificate Program, Steering Committee Member▪ Copperhead Charities Valspar Championship, Hospitality Committee,▪ International Association of Business Communicators (IABC), Board Member <p><u>Awards:</u></p> <ul style="list-style-type: none">▪ Daytime Emmy▪ Inc. 500 Fastest Growing Company▪ ISO Auditor – 100% Green project management▪ Numerous Client Satisfaction Survey Awards
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