



# NEW YORK GRANT COMPANY

## GEOFFREY SMITH - VICE PRESIDENT OF MARKETING

Geoffrey Smith is Vice President of Marketing at the New York Grant Company, with responsibility for leading all marketing programs, brand management, and PR to develop various streams of awareness across different sectors and U.S. geographies. In addition to marketing, Geoff guides prospective businesses through the maze of various state and local grants and tax incentives to provide education on eligibility and value.

Prior to joining New York Grant Company, he owned a digital marketing firm that serviced the energy, consumer electronics, pharmaceutical, and chemical industries. Named clients include GE, Panasonic, Hoffman LaRoche, Merck, Johnson & Johnson along with a number of multinational B2B companies.

Geoff's greatest strengths come from +20 years of marketing and communications experience to leverage brand equity and create strategic marketing campaigns to capture and retain existing and new clients. He has re-branded billion dollar companies, produced national TV & Radio ADs, designed and launched many websites (B2B/B2C), and delivered all facets of marketing collateral to deliver high exposure to showcase exceedingly visible global brands.

As part of his marketing experience, Geoff has worked for a major international chemicals company as Digital Marketing Director to leverage business and sales to other global B2B clients. This provided the opportunity to work in different continents to deliver consistency in design/messaging to foster global/local products and services to Consumer Package Goods, Cosmetics, Publishers, Automotive, and a host of other companies.

Throughout his career, Geoff remains a trusted advisor to business leaders, who listens, evaluates, specifies and executes marketing opportunities to deliver significant change and targeted growth. Geoff is engaged in many social media channels to stay abreast of the latest developments and design of products and services. He spoke during a recent "NYC Tech Week" conference on the power of build connections by leveraging "Contact Us".

In addition, Geoff is a featured speaker and moderator of panel discussions on topics related to "Alternative Financing" and the "Value of Incentives" to various business leaders and commercial real estate firms. Other work includes RFEI's and RFP's related to economic development projects, co-writer of grants, and business development lead in key sectors.

Geoff holds a bachelors degree from Queens College in Computer Science and an Associates from Iona in Communications.



## PROFESSIONAL ASSOCIATIONS

- American Marketing Assoc. (AMA)
- Business Marketing Assoc. (BMA)
- Digital Marketing Assoc. (The DMA)
- International Association of Business Communicators (IABC)

## MEMBERSHIPS + ALLIANCES

- REBNY Upper Manhattan & Bronx Commercial Committee
- Brooklyn Chamber of Commerce (BCC)
- European America Chamber of Commerce (EACC)
- International Facilities Managers Assoc. (IFMA)
- LIC Partnership
- NY Tech Alliance
- Queens Chamber of Commerce (QCC): Co-Chair Manufacturing Committee

## EDUCATION

- BS Computer Science - Queens College
- AAS Communications - Iona College (Phi Beta Kappa)

GEOFF SMITH | VICE PRESIDENT OF MARKETING

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