



AMY GROSSMAN
PRINCIPAL / MEDIA RELATIONS SPECIALIST
GROSSMAN PUBLIC RELATIONS COUNSELORS, LLC

Amy Grossman is an award winning marketing communications professional with over 25 years of diverse experience. Her talents include many areas of communications and public relations -- from conducting media relations programs and planning special events and grass roots initiatives to producing corporate identity and advertising campaigns.

Since the firm's founding in 1995, she has directed national and local publicity and special events for a number of clients, such as: Abington Center for Therapy and Sports Psychology; MedPoint Communications, Pennsylvania Cable Network; PeerPoint Medical Education Institute, LLC; Astra Zeneca; Genentech; MTI; National Association of Personal Financial Advisors (NAPFA); Bucks County Conference and Visitors Bureau; Lower Bucks Cablevision; Employment Law Alliance; Forum of Executive Women; Friedman Schuman; VirTu, Inc.; Yardley Inn, and Hamilton Jewelers and the law firm of Saltz, Mongeluzzi, Barrett & Bendesky where she publicized a number of high-profile cases such as the Tropicana Garage collapse in Atlantic City.

She was a part of the Silver Anvil Awarding winning team of My Medicare Matters which was an intensive campaign Astra Zeneca created in conjunction with the National Council on Aging to help educate the public on Medicare Part D. Additionally, she has worked with major pharmaceutical companies to help publicize specific brands and has worked with doctors to create databases that identify patient ambassadors and potential spokespersons.

She successfully helped publicize the launch of Metro, Philadelphia's newest daily newspaper distributed by SEPTA and also directed the Philadelphia-area grand opening for California Pizza Kitchen, Inc., a national chain of upscale pizza restaurants. Her media placement efforts resulted in major appearances on Fox-TV and NBC-TV local affiliates, 10 local radio stations and major print coverage. As part of the opening, she suggested the company create a Philly Cheesesteak Pizza, which became a favorite on the menu for some time.

For a variety of firm clients, Amy has placed major stories in national media such as Time Magazine, the Wall Street Journal, New York Times, Associated Press, USA Today, Sports Network, Health News Digest, Working Woman and major trade publications such as Pharmaceutical Executive and Medical Marketing and Media. In the past year she has placed a number of clients on leading national broadcast news outlets, such as the Today Show, CNN Headline News, Fox News, CNBC and MSNBC.



Previously, she held the position of Promotion Manager at Philadelphia Magazine, where she was responsible for all sales promotion, publicity, and creation and implementation of special events for the magazine. She was also an award-winning sales professional at the Philadelphia Business Journal, where she worked closely with local economic development groups, corporations, and retailers to develop effective marketing strategies for them, and at the Tri-State Real Estate Journal in Cherry Hill, New Jersey.

In addition to her professional work, Amy is co-chair of Northwestern University's Alumni Admissions Council for the Philadelphia area and sits on the local Alumni Club's board as the communications chair. She is very active in the Lower Bucks and Mercer County Community having chaired successful fundraising events for several local organizations and is past president of George School's Parents Association.

She holds a B.S. in communications from Northwestern University, Evanston, Illinois and has completed course work at the Wharton School, Temple University and Charles Morris Price School of Advertising.