



LOUIS J. GROSSMAN, APR
PRINCIPAL / GROSSMAN PUBLIC RELATIONS COUNSELORS, LLC

Lou Grossman is a public relations professional with more than 30 years of diverse agency, government and corporate experience. He has specialized skills in strategic communications planning, media relations, crisis communications and litigation support. He is adjunct professor of communications at Arcadia University in Glenside, Pa., where he has taught “Introduction to Public Relations” for the past six years. He was also appointed in 2008 as adjunct professor of strategic and organizational communications at Temple University.

Grossman formed his own firm in 1995, with a mission to provide top senior-level public relations counsel to corporations and non-profit organizations. He works both independently and with teams of other senior counselors on a variety of client matters. He is also a registered lobbyist in the Commonwealth of Pennsylvania.

His client list has included such national companies and organizations such as Time Warner Cable, CIGNA, Tatum LLC, Clean Earth, Inc., Hay Management Consultants, California Pizza Kitchen Schering Plough and the National Association of Consumer Advocates. He has also done consulting for various programs at Arcadia University and the University of Pennsylvania. He has been involved recently with the issue of legalization of slot machines in Pennsylvania, having worked for two harness race track development applicants -- Chester Downs LLC in Chester, Pa. and Valley View Downs in Western, Pa. He also helped introduce the proposal for slots at the Valley Forge Convention Center.

Grossman was formerly managing partner of public relations at Gillespie, a marketing communications firm in Princeton. Under his leadership, the public relations group grew to be one of the largest in New Jersey and was ranked 22nd largest nationally. At Gillespie, he helped develop the nationally acclaimed “American Business Ethics Awards,” sponsored by the American Society of CLU’s and ChFC’s in conjunction with Forbes Magazine.

Previously, he was senior vice president at Edelman Public Relations in New York, where his client list included UPS, Phoenix Mutual, Ernst & Young, Pan Am and the law firms of Cleary Gottlieb Steen & Hamilton and Fish & Neave.

Before that, he was national communications director for the accounting and consulting firm of Laventhol & Horwath, having worked for the firm from 1986 through 1991, after its historic Chapter 11 filing.



He started his career in government public relations. He held the position of public information director for the chairman of the Pennsylvania House Appropriations Committee and was public information director for Cheltenham Township, Pa. During that period, he also worked on numerous local, state and federal campaigns, including Thornburgh for Governor and Reagan/Bush.

Grossman is an accredited member of the Public Relations Society of America and a member of its Counselors Academy. He has received awards from PRSA, the International Public Relations Association and the International Association of Business Communicators. In 2009, he served as a National Assembly delegate at PRSA's national conference in San Diego and he received the Anthony Fulginiti Award from the Philadelphia chapter for his commitment to education.

Active in numerous charitable groups, he is a past president of the American Liver Foundation, Philadelphia Chapter and currently serves as member of the Greenwood House Home for the Jewish Aged Board of Directors in Trenton, NJ, Gratz College Board of Regents and Dickinson College Alumni Council.

He holds a B.A. in political science from Dickinson College, and did graduate work in journalism at Temple University (having completed all coursework and passed the comprehensive exam for the M.J. degree). He has lectured frequently on public relations at The College of New Jersey, University of Pennsylvania, NYU and for the Pennsylvania Institute of CPA's and numerous other business groups.