

## Gregg Simonsen

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## Local Radio Sales & Marketing Specialist

~ *Champion of Small & Medium Market Radio* ~ *Specialist in Promotions & Special Community Events*  
~ *Internet Programming & Convergence Consultant* ~ *Sales & Marketing Promotion Innovator*  
~ *Talented Presentation and Proposal Writer* ~ *Strong Commitment to Community*

### Background

#### 2009 - Present: **Network Media Productions**

Independent Developer and Curator of video streaming media channels for the Roku platform — currently with four active channels and a combined total of over 40,000 subscribers. Also create monthly newsletters and other communications pieces to support the channels for some clients.

#### 2013 - 2014: **WLML-FM, Palm Beach County, FL**

(Contractor) Working directly for station owner (in-market) to create marketing promotions, community relations and sales materials to support start-up of 'Legends 100.3 FM' a station dedicated to American Standards and local programming. [WLML-FM PORTFOLIO OF SALES MATERIALS](#)

#### 2010 - 2012: **Society for the Preservation of The Great American Songbook, Palm Beach, FL**

(Freelance) Working with founder to develop relationships with potential underwriters and/or sponsors to expand reach of 24/7 web stream and syndicated radio and TV programming.

#### 2010 - 2011: **WZMY/WBIN-TV, Boston, MA; Manchester, NH; Worcester, MA; Cape Cod**

(Freelance) Pioneered a project to develop a new business territory and special-interest, commercially-driven programming. (*Through transition to Carlisle One Broadcasting in June 2011.*)

#### 1992 - 2009: **National Accounts Manager, CRN International, Hamden, CT**

Responsible for account development, campaign conception and project implementation for national marketing company as an independent contractor. Campaigns generally utilize a combination of local-market radio, special events, web elements and contests or sweepstakes. Typical accounts included packaged goods companies with concerns about achieving dominance at the retail level.

Clients used their campaigns to leverage their involvement in motorsports (NASCAR, American Le Mans Series, IndyCar, NHRA, etc.) and have achieved tangible increases in sales as a result!

Additionally, I have served clients in the business-to-business category — generally with projects aimed at proprietors and key decision makers in small businesses.

In my capacity, I generated over *Twelve Million Dollars of incremental business.*

***My CRN International Direct Accounts:** Mobil 1 Racing, Apple, Exxon Fuels, Microsoft, LCI Communications, IndyCar (CART), Exxon Superflo, Target/CocaCola, NorthernLight.com, Michelin, Tire Kingdom, First Tennessee Bank, Uniroyal, IMSA.*

#### 2002 - 2007: **Executive Producer, CBS Radio Sports, Focus on Racing Radio Network**

Responsible for all aspects of production, sales and marketing of nationally syndicated radio program, featuring Speed Channel's Bob Varsha and Forrest Goodman, devoted to all major motorsports series.

***My Focus on Racing Radio Direct Accounts:** Michelin, Mobil 1, O'Reilly Auto Parts, GEICO, Porsche, Pirelli USA*

#### 1992 - 1999: **Executive Producer, Northwest Visitors Network, Seattle, WA**

Created, marketed and produced programming for hard-wired TV network serving 4,000 hotel rooms in downtown Seattle. Programming included tourist-centric vignettes 24/7 and convention-related special features and information during key events.

An affiliate, Network Media, Inc., produced video projects for major corporations.

***My Key Direct Accounts:** Diners Club, US West, Microsoft, ABC News, US Information Agency*

**Prior:** **Executive Director, Connecticut School of Broadcasting, Seattle, WA**  
**Senior Radio Sales Account Executive, WKSS-FM, Hartford, CT**  
**Radio Sales Account Executive, WHMP-AM/FM, Northampton, MA**

**Past Affiliations:** - Jimmy Fund Council, Northampton/Springfield, MA - Special Olympic World Games Organizing Committee - Connecticut Special Olympics, Board of Directors

**Major Skills:** - Promotions Management - Event Coordination - Meeting Moderator - Presentations



## Gregg Simonsen

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## Promotional Scrapbook

**Nothing is more effective than a well executed promotion. Promotions bring a brand to life, while the special nature of a related event dramatizes specific elements of a consumer offer.**

Meanwhile, the on-air exposure that accompanies promotions brings the campaign message to the target audience.

You'll notice many of the following promotions include powerful extensions with incentives to get retailers to prominently feature the products — often resulting in campaigns that pay for themselves before the first ad runs, thanks to incremental product placement in related retail-level displays.

### Winners Go Racing with Mario Andretti ...



A promotion that ran in a number of key metros dramatized the fact that the biggest names in racing were involved in IndyCar racing.

Local sweepstakes culminated in a trip to the California 500 for pace laps with the biggest name of all — Mario Andretti.



### Grassroots Promotions for Mobil 1 ...



Nothing brings a sponsorship program to life better than local market promotions that involve the general public.

Experiences like this for Mobil 1's newest fan (and her family) will be remembered for a lifetime.



### Helping Exxon Retailers Celebrate Lime Rock Sponsorship ...



The excitement generated by well-executed local promotions dramatize a brand's sponsorship better than any other means.

Exxon customers line up to participate in a strong local-marketing campaign celebrating Exxon's sponsorship of IMSA and the Lime Rock Grand Prix.



### Superflo Brings Hollywood to the Fans ...



In the days following the release of the movie *Days of Thunder*, the actual car used in the movie served as a centerpiece for an exciting local market promotion.



### Going LIVE at Indy ...



A live broadcast of Focus on Racing Radio enhances a sponsor's hospitality event at the Indianapolis 500.



### Going On the Road in the Goldfish® Mobile ...



Exciting local market events for the national tour of the Pepperidge Farm Goldfish® Mobile.



### **Rewarding Mobil 1 Customers at Sebring ...**



For three years, Mobil 1 invited consumers to a special VIP section at the track on race weekend.

Retailers reported tremendous sales increases during the period of time when the promotion ran on Tampa, Orlando and West Palm Beach radio stations.



### **Bringing Their Sponsorship Home for Customers ...**



First Tennessee Bank dramatized its sponsorship of Bristol International Speedway and the #77 Jasper Ford driven by Dave Blaney. The promotion culminated in the award of the Ultimate Race Fan's Family Room — including a big screen TV to watch the race, a surround-sound system and a catered party for a group of friends on race night.





### Grassroots Promotion ...



A promotion bringing LCI Communications and their sponsorship of Tony Kanaan in CART series to life with a grassroots promotion that toured Florida.

Aside from bringing the racing program close to the public, it brought new long distance customers to the company.



### Building Traffic at Retail with Special Events ...



Radio stations bring excitement to local market promotions.

Crowds gather at this EZ Lube in Los Angeles as "97.1 The FM Talk Station" celebrates Mobil 1's RACEPASS 2002!



### Dramatizing Product in an Event Promotion for Apple ...



Centering on-air consumer promotions around a sponsored event dramatizes brand attributes to fans.

The Apple campaign culminated with the award of a grand prize just before opening ceremonies.



**Bigger-Than-Life Experiences Make Great Prizes ...**



IndyCar sweepstakes winners, honored as VIP guests, rub elbows with the superstars of racing at the IRL awards banquet.



Sweepstakes winners get up close and personal with a Super Speedway during a VIP tour in Detroit.



This may look like some people milling around a fleet of Mercedes pace cars at Indianapolis Motor Speedway ... but in reality, these people are sweepstakes winners as they prepare to actually drive the cars themselves on the Indy Formula 1 road course.

### **Tony Stewart Cleans Up in Daytona, and then Washes Up in Charlotte ...**

NASCAR series champion, Tony Stewart was talking on the air with Ron Martin in early January. During the call, Tony promised to personally wash Ron's car if he won the Hershey's Take 5 300 in Daytona while driving for Mr. Clean AutoDry Pro-Series Car Wash. Tony won!

On Wednesday, May 25th, Tony kept his word.



When Whitney Wolfcale (in orange), a lifelong Tony Stewart fan, heard that Ron Martin needed to borrow a car so Tony Stewart could payoff on his bet, she promptly offered the use of her family's car for the purpose.

Here are some more pictures from the event ...







## Business 2 Business Radio

### Microsoft Uses Radio to Build Relationships with Small Business Owners ...



When the world's leading office software provider, introduced its Small Business Accounting software, the marketing objective was comprehensive:

- Gain performance at retail
- Increase awareness
- Get business owners to purchase the product

Our team designed a multi-faceted approach that would build awareness and educate consumers -- while Microsoft's commitment to promotion encouraged major retailers to more prominently feature the product at the point-of sale.

*"As people, especially business people, become increasingly advertising-averse, a campaign featuring more than just standard-issue brand spots proved to be the most effective way to target and reach this audience!"*



Our broadcast team created a blend of traditional and non-traditional radio elements focused on the small business community — always conveying the Microsoft message in a way that was personally relevant to the small business owner.

**Daily Radio Programming** ... to boost the Microsoft Office Small Business message into the coveted programming space. Each station received their own unique Microsoft-titled programs that provided advice and features specifically relevant to small businesses and were customized for the participating Retailers.

- ~ **The Microsoft Small Business Minute** ... daily tips and advice to small business owners
- ~ **Microsoft Small Business Success Stories** ... saluted local-market small-business successes.

**Testimonial Commercials** ... included about a dozen product-users telling their stories about Microsoft Office Small Business Accounting in their own believable way.

**Radio Promotion** ... featured thousands of announcements centered around Microsoft "Small Business of the Day" awards, website promotions, RSS feeds and streaming audio.

#### *In Six Weeks:*

- **Radio markets outperformed non-radio markets by 65%**
- **Product sales increased 42%**
- **Both aided and unaided product awareness exceeded 40%**
- **Countless incremental displays** for MSSBA during the campaign
- **Over half-million website visits**, and over 10,000 click-throughs to retailers

COUNTLESS INCREMENTAL RETAIL DISPLAYS AT MAJOR RETAILERS ...

