

# *Andy Gray*

## *Executive Summary*

---

Andy Gray's career has been centered in transforming the way in which organizations grow through marketing, sales strategy, product development and communications. He has built customer-focused approaches to how companies, brands and products are positioned to their customer base, translating market data and trends in a meaningful manner and creating new products, materials and sales strategies and presentations that resonate well to the target audience.



Andy has worked across a cross-section of B2B and CPG industries marketing both services and products. While distribution channels and industry language are different, what is in common and what he has accomplished is the understanding of how to internalize industry information and develop solutions that reflect customer and consumer needs, company capabilities and the SWOTs related to the products or services that he has marketed.

Among the key accomplishments that attests to his experience and expertise include the following:

- For a SaaS-based startup, Andy re-structured the company website and directed the strategic leadership, brand strategy, and marketing and sales planning processes.
- For a start-up in the underground construction industry, he developed the commercialization program (marketing and sales plan) that achieved industry traction and credibility.
- Andy developed the marketing and lead generation plans for a Fortune 300 B2B company which facilitated a 5X growth rate vs. the industry average over a two-year period.
- For the same Fortune 300 B2B company, Andy authored the "Sales Pursuit Center," an RFP response program that enabled \$15M in closed sales six months following the launch of this program.
- For a CPG company, the marketing, sales support and new product development programs that he directed enabled revenue to grow from \$70M to over \$500M in five years.
- He has authored B2G (HHS, DOJ, USDA, HRSA, HHS), State and private foundation grants and business plans with pro-formas and operating budgets for urban and rural farms, construction, restaurant, agriculture, healthcare, homelessness, human trafficking, farmer's markets, physical security, disability, and wealth management firms.

Among the industries that Andy has been a part of include:

- Transportation, service, waste & recycling, construction, distribution, human capital, SaaS, nutrition
- National Accounts
- B2B, B2G, B2C/CPG, Mass Market
- Start-Up, Emerging and F300 companies

Andy's website that showcases how he presents himself along with representative case studies, writing examples, and a sampling portfolio can be viewed at [www.andysgray.com](http://www.andysgray.com).