

**Marketing, Sales &
Communication
Leadership**

Brian D. Griffin



CAREER PROFILE

Experienced leadership in all levels of marketing and sales; significant ability to formulate strategy, make decisions, plan with assurance. A broad functional knowledge of marketing and sales principles and practices; a profound understanding of the relationship of marketing to sales and the fundamental role of translating marketing initiatives into creating a warmer market for sales efforts; passion for emerging technology to optimize business outcomes.

CORE COMPETENCIES

Creative/Analytical Thinking | Organizational Skills | Project Management | Goal Driven | Business Development
Leadership | Sales-Oriented | Team Leader | Life-long Learner & Mentor

PROFESSIONAL HISTORY

Executive Secretary – Treasurer– Cincinnati AFL-CIO Labor Council – September 2017 to present

Director of Communication & Technology – Cincinnati AFL-CIO Labor Council – August 2017 to September 2021
| Cincinnati, OH

Principal/CEO – BrandingCraft, LLC – Digital Marketing Consulting Services - September 2016 to August 2017,
Cincinnati | Dayton | NKY

Vice President Marketing & Communication - KPG Creative (Kelly Production Group, Inc.) – January 2014 to
September 2016 – Cincinnati | Dayton | NKY

Founder & Principal - Whiteboard Associates, LLC (Marketing, Communication & Technology Consulting) – March
2011 to January 2014 – Cincinnati | Dayton | NKY

Education

- **Master - Business Administration & Journalism** – Ohio University Honors College 1985.
- **Bachelor Fine Arts/Vocal and Theatrical Performance** - Ohio University, Athens, Ohio 1982

Associations / Affiliations / Governance

- Board of Directors, Family Promise of Butler County – Marketing & Communications Chair (2014 – Present)
- Board of Directors, Faith Alliance of Southwest Ohio – Marketing & Communications Chair (2014 – Present)
- Chair, Marketing Committee, Mason/Deerfield Chamber Alliance (2017 – Present)
- Member, Marketing & Communication Committee, West Chester/Liberty Chamber Alliance (2016 – Present)
- Communication & Branding Strategy Advisor, Mason Deerfield (MADE) Chamber (2014 – Present)
- Board of Directors/Vice Chair/Teaching Partner – OKI Partners, Inc. of Junior Achievement (2003-2013)

