

Professional Experience of Joseph Grieshop

A proven senior business and marketing executive with a 25-year record of success, Grieshop has rich experience working with entrepreneurial start-ups and Fortune 500 corporations. His expertise in strategy, research, innovation, branding, marketing, design and sales enablement has helped him to achieve success in the automotive, software technology, web services, CRM, manufacturing, healthcare, education and consumer packaged goods industries.

After beginning his career shaping brand and image strategy for Sive/Young & Rubicam, Donovan & Green, the American Stock Exchange he founded and built Grieshop etc., an acclaimed brand marketing agency serving Fortune 1000 business-to-business and business-to-consumer clients.

Expanding his footprint of services, Grieshop founded Insight Development, a business incubation and solution innovation company that developed new solutions, revitalized existing services, privatized clusters of public sector technologies to launch 16 companies within the automotive and aerospace industries.

As Vice President of Strategic Marketing, Research and Innovation for Synergistics, Inc. he co-led the technology solutions start-up to become one of Inc. 500's fastest growing companies in 2000. He successfully led Synergistics through an acquisition by IT Factory to position the company as a global market leader in the customer relationship management and collaborative web-services space.

As Vice President of Marketing for \$2.5 billion automotive retailing industry leader Reynolds and Reynolds, Grieshop was responsible for directing Market & Competitive Intelligence, Research, Ideation & Innovation, Brand & Market Strategy, Advertising, Customer & Influencer Communications, Solution and Events Marketing. Under his leadership the company revitalized its corporate brand and instituted 'disruptive' and 'breakthrough' research and innovation processes.

As Chief Marketing Officer for INCISENT, a Chicago based web technology company – Grieshop leads outcome-based innovation processes, the development of market & brand strategies and initiatives to build new market categories with breakthrough and disruptive solutions. The company was named the #4 Fastest-Growing Software Company in the U.S. in 2008 by Inc. Magazine.

Grieshop has served notable clients such as the New York Stock Exchange, Eastman-Kodak, EDS, General Motors, Huntington Banks, IBM, LexisNexis, NCR, Procter and Gamble, Rawlings, Rockefeller Center, Titleist, and Wendy's. His work has earned with more than 150 national and regional awards in research, marketing, branding, advertising, design and corporate Best Practices from such prestigious organizations as the Marketing Leadership Council and Corporate Executive Board, American Association of Advertising Agencies, the American Advertising Federation, Printing Industries of America. He holds a Bachelor of Science in Design from the University of Cincinnati.



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