



Rick Gregory is the Principal of R.C. Gregory & Co., a marketing consulting firm in Farmington, Connecticut. Mr. Gregory has helped dozens of leading companies tackle complex marketing and sales issues. He is also the co-author, with renowned author and consultant Jeffrey Fox, of the bestselling business book, *The Dollarization Discipline*, which was named one of the Top 30 Business Books of 2005 by the publishers of Soundview Executive Book Summaries.

Prior to founding RC Gregory & Co. in 2004, Mr. Gregory was a consultant with Fox & Company, Inc. for 15 years. While at Fox & Co., he collaborated on several of Jeffrey Fox's bestselling business books, including *How to Become a Rainmaker* and *How to Become a Marketing Superstar*. Mr. Gregory has led the management and execution of more than 500 strategic marketing engagements in dozens of diverse industries and markets.

Mr. Gregory approaches every client project with a combination of disciplined marketing fundamentals, thorough information collection and analysis, and creative synthesis of strategy and execution approaches. In many cases, Mr. Gregory acts as a client's outsourced marketing department, taking on day-to-day responsibility for marketing management and execution.

Mr. Gregory has worked with a broad variety of business-to-business, consumer and services marketers across industries ranging from industrial tools to medical technology to IT services. Much of his work has focused on helping technically-oriented organizations embrace professional marketing discipline. A sampling of recent project experience includes:

Marketing Planning & Execution

- New product commercialization
- Positioning and brand development
- Message development and refinement
- Marketing communications and collateral development
- Outbound marketing and advertising
- Translating technical benefits for non-technical audiences
- Evaluating new product viability
- Marketing and selling skills training
- Marketing planning and budget development
- Integrating electronic and traditional marketing techniques

Market Research & Analysis

- Pre-acquisition due-diligence research
- New market opportunity research and analysis
- Post-acquisition brand integration
- In-depth customer and executive feedback interviews
- Competitive analysis

Dollarization

- Dollarization workshops and training
- Development of Dollarization Calculators and ROI sales tools
- Sales strategy and support
- Integrating Dollarization with marketing

Prior to beginning his consulting career, Mr. Gregory worked for the New York investment banking firm J.P. Morgan & Co. He is a graduate of Amherst College, where he earned his B.A. in Economics. At Amherst, he also captained the varsity lacrosse team to a New England Division III championship. He lives in Farmington, Connecticut with his wife and three children.