

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., 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*. He continues to work with Fox & Co. as a lead consultant. Mr. Gregory has led the management and execution of more than 200 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:

- New product commercialization.
- Positioning and brand development.
- Pre-acquisition due-diligence research.
- New market opportunity research and analysis.
- Post-acquisition brand integration.
- Marketing communications development.
- Voice of the customer (VOC) research.
- New product pricing.
- Quantifying the economic value of products and services.
- Translating technical benefits for lay-audiences.
- Evaluating new product viability.
- Development of Dollarization Calculators and ROI sales tools.
- Competitive analysis.
- Marketing and selling skills training.

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.