

# Fran Gormley

fran@greenwichmarketing.com

Highly successful serial entrepreneur in Branding and Innovation with a depth of experience across multiple industry sectors and companies. Founder + Managing Partner at Greenwich Marketing Group. Adjunct Associate Professor of Marketing, MBA Program, NYU Stern School of Business. Abstract Aerial Photographer.

## WORK EXPERIENCE

**GREENWICH MARKETING GROUP | Greenwich, CT**  
FOUNDER + MANAGING PARTNER

June 2000 – Present

Established marketing consulting firm specializing in global branding and innovation. Key clients include Johnson & Johnson Consumer Companies, Inc., JP Morgan Chase, Citibank, Bausch + Lomb, Gabelli Asset Management, Novartis, Hologic and The Metropolitan Museum of Art.

**GORMLEY & PARTNERS INC. | Greenwich, CT**  
FOUNDER + CEO

July 1992 – June 2000

Founded marketing and consulting firm specializing in marketing strategy, positioning and new product development. Established long-term relationships with Johnson & Johnson, Citibank, JP Morgan Chase (Bank One), Mastercard, MCI, AT&T and Colgate Palmolive. Sold business in March 1996 to CKS and completed sale in June 2000.

**CITIBANK | Long Island City, NY**  
VP, DIRECTOR OF POSITIONING, PRODUCTS + ADVERTISING

Jan 1989 – June 1992

Led positioning for Citibank Cards and created new card products and features. Provided on-going strategic consultation to card product marketing groups (Acquisitions, Partner Marketing, Revenue Services, Card Member Management) and other Citibank Divisions (Retail Bank, Corporate Bank).

**YOUNG & RUBICAM | New York, NY**  
VP, MANAGEMENT SUPERVISOR

June 1982 – December 1988

Managed new product and advertising development for Kraft (Jell-O, Birds Eye, and Ronzoni), Johnson & Johnson (Band-Aid Brand, Dental Floss), Frito-Lay (Cheetos), and Procter & Gamble (Spic & Span, Dash, New Products).

## EDUCATION

**RUTGERS, THE STATE UNIVERSITY | New Brunswick, NJ**  
M.S. SOCIAL PSYCHOLOGY

Published in Journal of Applied Social Psychology and Personality and Social Psychology Bulletin.

**FAIRLEIGH DICKINSON UNIVERSITY | Madison, NJ**  
B.A. PSYCHOLOGY, SUMMA CUM LAUDE

University Honors in Psychology. Laurie Shavel Memorial Award Recipient. Received Pinnacle Award in 2016.