

KATHRYN M. GROOB

1023 Russell Street Covington, KY 41011

Mobile: 859-816-9001

kathy@kathygroob.com

PROFILE

Successful business executive and leader experienced in economic development and business management. Served as a team leader of a \$178 million regional real estate development and construction firm. Experience in developing growth strategies, successful business and employee management, advertising, communications and public relations. Entrepreneurial experience gained from previous ownership of small business consulting practice.

PROFESSIONAL EXPERIENCE

- 2001-2008 Paul Hemmer Companies - Ft. Mitchell, KY Vice President, Marketing**
Lead initiative to develop a strategic plan that included a re-structuring of the company to position itself for growth. Served as the senior executive team leader of the new business incubator and developed plans for the start-up of a new business unit, selected and built management team, identified market need and developed marketing and sales strategy and pricing. New division is now a \$10 million division that employs approximately 70 people. Was included in leadership team that diversified the company into the retail real estate market and expanded the company geographically. As a member of the senior executive team, was responsible for setting policy, determining compensation plans, and responsible for financial accountability. Also serves as captain of the leadership development program identifying leadership training subjects and programs. Developed an in-house marketing department that included full service areas of marketing communications, advertising and public relations.
- 2001-1984 Groob Consulting, Inc. Vice President and Owner**
Worked as a partner and owner in consulting business to develop growth and marketing materials for a variety of regional clients.
- 1984-1977 Graham, Obermeyer & Partners, Ltd. Director of Marketing**
Handled all new business development initiatives and proposals, developed marketing and sales materials and conducted image research and strategy.

EDUCATION

Eastern Kentucky University, Thomas More College, Northern Kentucky University

COMMUNITY & BUSINESS ACTIVITIES

- KY Governor Steve Beshear Transition Team
Elected Official – Ft. Mitchell City Council 2000-2004
Ft. Mitchell City Council Building Committee
Vision 2015 – Effective Governance Committee
KET Regional Fund Board
Family Service Board
Senior Services of Northern Kentucky Board of Directors
The Women’s Network Vice President
Beechwood PTSA Board Member
Beechwood PTSA Treasurer
Beechwood Elementary Site-Based Decision Making Council
Fine Arts Fund NKY Committee
Dress for Success Advisory Board
United Way Campaign Team Leader
Northern KY Chamber of Commerce Total Resource Campaign Team Captain
School-to-Work NKY Steering Committee
Northern Kentucky Health & Wellness Action Committee (*Healthpoint*)
Family Nurturing Center volunteer (formerly Committee for Kids)
Northern KY Chamber of Commerce Washington, DC Fly-in Committee
Odyssey of the Mind Team Coach
Youth Soccer Coach – Blessed Sacrament Boosters
Academic Team Parent Volunteer
Making Strides for Breast Cancer Team Leader
- Professional Affiliations (past and present)**
Society for Marketing Professional Services board member
Association for Corporate Growth
Commercial Real Estate Women (CREW)
National Association for Female Executives
Business & Professional Women/USA
Public Relations Society of America (PRSA)
Freedom Tree Advisory Board
Northern Kentucky Chamber of Commerce member