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SUMMARY OF QUALIFICATIONS

Proven, results-based Marketing/PR strategist with exceptionally strong communications skills honed from 20+ years of hands-on experience. Strengths also include expertise in quantitative and qualitative market research.

PROFESSIONAL EXPERIENCE

November 2011 to the Present. Marketing Communications and PR/Media Relations Consultant for Chemistry Communications Inc. (acquired Krome Communications in October 2011).

Clients include: Bell Performance Inc.; GENCO-ATC and Integrative Staffing Group (ISG) (staffing and temporary services company). Current responsibilities include managing a major Marcellus Shale industry market research project for ISG.

September 2002 to October 2011. Account Supervisor and Manager of Market Research for Krome Communications. Results based, full-service marketing communications agency.

- **Account Supervisor Responsibilities:** Developed, implemented and managed strategic, integrated, results-based marketing communications' programs and initiatives for agency clients. The foundation for these programs was based on SWOT analyses of Krome clients' major competitors.

Managed account team activities and initiatives to maximize the performance of each tactic (or the marketing program as a whole) for all Krome clients. This approach typically included regular use of industry "best practices" and was achieved through close collaboration with a team of individuals including key members of the clients' marketing team.

Program tactics typically included branding and messaging strategies, PR and Media relations, print display advertising, on-line marketing, Social Media, database and "relationship marketing," trade shows and special events.

Notable clients: Siemens Energy and Electrical Instrumentation & Controls Group; Siemens Water Technologies Group; Calgon Carbon Corporation; and American Water's Carbon Services Group; ELMO USA; Allied-Barton Security Services; the WateReuse Association; UV Pure Technologies; Bell Performance Incorporated; and Symbol Technologies.

- **Market Research Responsibilities.** Managed market research for all Krome clients. In this capacity, I planned and executed between 15-20 comprehensive market research studies for both business-to-business and consumer target audiences.

The objectives for these market studies typically included: establishing/refining customer profiles; identifying new industry/market trends and sales/growth opportunities; assessing brand strengths and awareness; providing customer/prospect preferences for receiving information about clients' services and offerings; insights about the relevance of Social Media; and more.

Research Study results were strategically used to: identify new markets/buyers; increase sales; add efficiencies to the MAR-COM programs; enhance profitability; identify new market segments, and also as a valuable tool for measuring results/performance.

April 1999 to August 2002. Senior Account Executive. Krome Communications.

- Lead agency account person for Bayer Corporation's Rubber Group (synthetic rubber products); Bayer's Dorlastan Fiber Group and BAYPAC, Bayer's Political Action Committee. Other notable agency clients for which I was the lead account service person included: Calgon Carbon Corporation, FMC Corporation, and ITS Enclosures (computer and network enclosures).

March 1996 to March 1999. Account Executive. Krome Communications.

- Account person for agency clients, including: Allied-Barton Security Services (responsible for that account until 2006); BankPittsburgh, Ellwood City Federal Savings and Loan; the Western Pennsylvania Engineers Society and Pennsylvania State University (two branch campuses).

September 1995 to March 1996. DRG Consulting. Principal. Free-lance writer and Public Affairs and Political Communications Consultant for various clients including Ketchum Public Relations.

- Planned and executed successful community education and public outreach initiatives prior to Wal-Mart store opening in Unity Township, Pennsylvania. Was the chief campaign strategist for Fawcett for Congress. Other notable activities include developing the winning campaign plan and issues-related campaign collateral for Pennsylvania State Representative Tom Stevenson.

June 1994 to August 1995. National Flag Foundation. Manager, **Public Affairs and Public Relations** National, not-for-profit, patriotic education foundation.

- Partnered with national, grass-roots organization, the *Citizens Flag Alliance*, in its successful passage of enabling congressional legislation for a Constitutional Amendment to protect "Old Glory." Worked hand-in-hand with the organization president to increase membership from 1,200 members to approximately 2,600 members in a one-year period.

January 1992 to May 1994. Republican Committee of Allegheny County. **Executive Director** for a political organization comprised of approximately 200,000 Republicans.

- Managed five-person staff that conducted political, grass-roots programs and other initiatives. Also responsible for candidate recruitment/support; and fundraisers. Also served as chairman's liaison to Allegheny county political party members, dignitaries as well as Pennsylvania Republican State Committee members/VIPs.

January 1991 to December 1991. Dan Fleck for Allegheny County Commissioner. **Campaign Director** For Allegheny County, Pennsylvania political campaign.

- Directed all major aspects of political campaign, including strategy, events, fundraising, staff and volunteers. Also researched and wrote all of candidate's public policy position papers (cited by several newspapers including the *Pittsburgh Post-Gazette* as the primary reason for their endorsement of the candidate).

January 1985 to January 1991. United States Senator John Heinz, Member, United States Senate. Pittsburgh, Pennsylvania. Community Relations Representative.

- Spearheaded senator's community outreach and coalition building with business/opinion leaders, organized labor, elected officials and special interest groups in 29 counties. Played a key role in Senator receiving endorsements from AFL-CIO, UMWA, PFT, PSA, the W.PA Building Trades and other trade unions.
- Coordinated public policy and public affairs projects/initiatives on behalf of the senator. Planned and executed hundreds of media and special events in conjunction with the senator's senior/legislative staff and press secretary. Also served as "advance person" for hundreds of public and private events. Developed and prepared 100+ local issue briefings for senator and senior staff. Supervised western Pennsylvania district office internship program.

United States Senator John Heinz. Joined Senator Heinz' staff as a **Staff Assistant** in August 1983. In January 1985, was promoted to **Western Pennsylvania Community Relations Representative**. I was also selected as one of the three **Pennsylvania Campaign Field Directors** during the Senator's 1988 re-election campaign. In that role, I was a key part of the campaign team that achieved historic (and since unequaled) victory margin (largest Republican plurality in PA Electoral history!).

EDUCATION, AWARDS AND NOTABLE PROFESSIONAL ACCOMPLISHMENTS

Education: University of Pittsburgh. I have approximately 9-10 credit hours remaining for my **Bachelor of Science Degree in Communications**. (Note: my total credit hours earned at the University of Pittsburgh and West Virginia University exceeds 138 hours).

- Siemens Energy Instrumentation & Controls business group doubled their "mind share" (unaided, open-ended response) among core target audiences who buy and specify their products and technologies. This was achieved within the first two years of the branding and awareness program (this was achieved in an extremely competitive market).
- Siemens Water Technologies was the "first water technologies supplier" to come to mind, for 71% of the water industry professionals who were asked that question. This was a fivefold increase within a three year period.
- Bayer's Therban Specialty Rubber product achieved record growth and profitability levels after being a "forgotten product" for decades. This success led to Bayer Corporation selecting Therban as one of its Top 25 global products.
- Planned and executed the highly successful Media and Community Leaders Meeting celebrating the first North American installation of the Sentinel UV Disinfection Drinking Water Treatment System.
- Planned and executed (with various clients) the promotional aspects of approximately 20-25 new product/technology launches and re-launches (since 1992).
- Key member of the Krome Communications creative team that helped create scores of award-winning ads (includes readership awards from *Readex Studies*, *Harvey Communications Measurement* and the *Water Environment Federation*).
- Directed the development and creation of an award-winning web site for the Laurel Highlands Visitors Bureau (the site received the prestigious *Golden Click Award*). This web site was also notable in the industry as it was among the first to feature Cold Fusion programming.

- Attended between 25-30 industry trade shows including POWER-GEN, WEFTEC, AWWA, WaterReuse Conference, SAE, Pittcon, ASIS, BOMA, INFO-COMM, and others.
- Strong media buyer/negotiator regularly attained cost savings of 40%- 80%, and more, off of “rate card” rates.
- As Campaign Director for Dan Fleck, played a major role in raising candidate’s pre-primary countywide voter awareness and “favorable” ratings from less than 2 percent and “unknown” to more than 55 percent and 45 percent, respectively, less than nine months.
- As a member of Senator John Heinz’ staff, managed a high profile healthcare constituent case that was the subject of a *60 Minutes* television segment, and which led to better health care standards in nursing and personal care homes.
- Supervised the planning and development of the Center for Hearing and Deaf Services online store and *Listen to the Rainbow* web site. This site achieved record sales within six months of its launch.
- Was an active and key participant in approximately 50-60 new business pitches (agency presentations) while at Krome, including numerous pitches resulting in new agency business.
- Helped Krome Communications continually refine and enhance the agency’s strategic, creative process that is used to position and promote clients’ products and services.
- Helped ELMO USA continually gain market share in the highly competitive classroom educational technologies market sector.
- Notable National Flag Foundation (NFF) media interviews and placements included CNN Radio, *Family Circle*, *USA Today* and major newspapers in several markets.

Note: Krome Communications was one of the first advertising agencies in Pittsburgh to track and measure campaign (program) performance and ROI. Krome was also among the first advertising and PR agencies, nationally, to position client products and technologies as being “Green Technologies” or “Sustainable Technologies.”