

PAUL J. GRONCKI

Productive Thinking Training and Facilitation; Marketing Strategy, Research, Positioning, and Communications

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**Key contributor to marketing strategies and business problem solving using
ground-breaking deliberate creativity methodologies.**

RUBIN MUSEUM OF ART – New York, NY www.rmanyc.org 2004 – present
Docent/tour leader at this museum of Himalayan Art.

THINK^x INTELLECTUAL CAPITAL INC. -- Toronto, ON 2004 -- 2014
Productive Thinking Facilitator for this management consultancy, helping clients generate more and better ideas than they imagined possible. **think^x** shows clients how to think more productively and raise the power of their thinking by providing the catalyst organizations need to raise the intellectual capital of their people and develop their untapped thinking power.

GRONCKI GROUP -- New York, NY 2001 -- 2008
Founder and Principal of a marketing strategy and research services group. Served financial services firms and others targeting high-net worth consumers and hard-to-reach client segments. Identified client's explicit marketing and information needs and provided solutions by bringing together best-of-breed approaches and methodologies.

U.S. CENSUS BUREAU, CENSUS 2010 -- New York, NY 2009
Assistant Team Leader for team assessing the "other living quarters" status of identified addresses in Chelsea, NYC. Earlier, as an *Enumerator*, identified and assessed mailing addresses in Chelsea for the Census 2010 survey mailing.

NOVANTAS -- New York, NY 2006 -- 2008
Program Director for Strategic Diagnostics in the Wealth Management group of this "customer science" consulting firm best known for improving the customer franchise value through disciplined and scientific solutions. Novantas strives to introduce analytical rigor into those decision processes that have become too complex or nuanced to manage by instinct.

WALLACE & MACKENZIE -- Darien, CT 2005 -- 2006
Managing Partner with this management consulting firm targeting financial services organizations wishing to accelerate the growth of their private banking and wealth management businesses. Responsibilities included providing market sizing and client demographics, investor product and service needs, and competitive analyses.

INSTITUTE FOR PRIVATE INVESTORS -- New York, NY www.memberlink.net 2004 -- 2006
Consultant for this educational and networking institute serving families and individuals with substantial assets and their advisors. IPI strives to change the way investors work with advisors and advisors work with investors for the benefit of both. Responsibilities included analyzing and interpreting advisor-investor interactions to synthesize the lessons learned.

JPMORGAN CHASE & CO. -- New York, NY 1995 -- 2001
Vice President and Director of Global Marketing Research/Strategic Support for JPMorgan Private Bank. Built foundation for new business targeted at the mass affluent. Contributed to office expansion decisions, marketing campaigns, and product development by producing in-depth studies of U.S. regional and ethnic wealth markets, as well as targeted country markets.

- Enhanced JPMorgan image and value by gaining international recognition as a leader in understanding high-net-worth individuals. (Featured in Barron's Sept. 18, 2000 cover story "The New Rich.")
- Ensured success of mergers with American Century and Chase Manhattan by focusing business plans on the clients.
- Streamlined business functions by conducting ideation studies with employees and intermediaries of merged banks.
- Enhanced performance tracking against competitors using regional market shares.
- Increased service quality and communications effectiveness by continuous tracking of client satisfaction and loyalty.
- Designed and implemented positioning analyses and conducted tracking studies for the highly successful "I work for JPMorgan" TV and print advertising campaign.
- Identified consumer feature and price preferences for MorganOnline in the U.S. and in partnership with SONY in Japan. Developed a consumer asset management segmentation scheme for Japan, Spain, France, and Italy.
- Provided management with a quantitative view of their private banking clients by implementing the first-ever 4000-client survey to measure balance sheets, competitor usage, attitudes, and demographics.
- Implemented successful marketing tests and built strategic partnerships with leading marketing research practitioners.

PAYMENT SYSTEMS INC./PSI (subsidiary of NFO Research) -- New York, NY 1992 -- 1995
Vice President and Director of Affluent Market and International Research Programs

- Marketed and conducted annual survey of 2500 affluent U.S. households to assess their financial attitudes and behavior. Advised financial services providers on strategies for serving the affluent and private banking markets.

BANKERS TRUST COMPANY -- New York, NY 1990 -- 1991
Vice President and Director of Analysis and Planning for the Marketing Group in the Private Bank

- Standardized and coordinated a three-year strategic planning process, overcame internal resistance to launching a client information system, accelerated new product introductions, and improved the level of telephone service.

CITICORP/CITIBANK -- New York, NY 1982 -- 1990
Vice President and Director of Information Planning for Citicorp Telemarketing Services
Director of Strategic Marketing/Research for private banking
Manager of Credit Design/Marketing for Citibank's upscale brokerage business
Asst. Vice President and Division Head/Economist for Citicorp Economic Services

- Transformed planning process to integrate 70 business units into one highly effective plan by implementing a global strategic marketing planning approach for the private banking business based on market trends and customer needs.
- Structured and implemented an innovative relationship pricing system for a banking/brokerage account.
- Produced and marketed publications analyzing/forecasting U.S. economic and investment market conditions using econometric techniques. Enhanced the corporation's image by appearing before business groups and in the press.

BROOKHAVEN NATIONAL LABORATORY -- Upton, Long Island, NY 1975 -- 1982
Associate Scientist and Head of Economics Unit for the National Center for the Analysis of Energy Systems

- Employed large-scale input-output, econometric, and linear programming models to analyze the impacts of alternative energy policies. Showed that the price of oil was more effective than regulations and subsidies in stimulating conservation and solar technologies.

NEW YORK STATE DEPARTMENT OF LABOR -- New York, NY 1972 -- 1974
Associate Economist and *Labor Market Analyst* for the New York Metropolitan Region

- Developed first computer program for calculating local area employment statistics.

EDUCATION

Certificate	NYC Police Department's Civilian Police Academy	2013
Certificate	Leadership and Group Facilitation, Creative Problem Solving Institute	1999
Ph.D.	State University of New York at Stony Brook, Economics	1981
Certificate	The Wharton Effective Executive Workshop	1980
M.A.	State University of New York at Stony Brook, Economics	1974
B.S.	State University of New York at Albany, Economics and Business	1971

OTHER ACTIVITIES/MEMBERSHIPS

<i>Board of Trustees</i> of Hudson Guild settlement house	www.hudsonguild.org	1997 -- present
<i>CPSI Leader</i> for Creative Problem Solving Institute	www.cpsiconference.org	1999 -- 2008
<i>Facilitator</i> with Facilitators Without Borders	www.fwb.ca	2005 -- 2014
<i>Chair</i> of Block Association		2009 -- present
<i>Treasurer</i> for Save Chelseaorg		2006 -- 2017
<i>President/Secretary</i> of Co-op Board		1988 -- 1996, 2006 -- present
American Economics Association		1975 -- 2009
American Marketing Association		1985 -- 2009
Advertising Research Foundation		1998 -- 2009
<i>Treasurer, Board of Trustees</i> of Creative Education Foundation	www.creativeeducationfoundation.org	2004 -- 2008
<i>Board Member</i> , Manhattan Community Board 4		2005 -- 2006
<i>Membership Director</i> of Creative Education Foundation	www.creativeeducationfoundation.org	2003 -- 2004
<i>Chair of the Board</i> of The New Stagecraft Company		1989 -- 1997