

**PAUL J. GRONCKI**

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

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**Key contributor to marketing strategies and corporate problem solving using insights derived from ground-breaking methodologies fully integrated into marketing and business decision-making.**

**think<sup>x</sup> intellectual capital inc.** -- Toronto, ON [www.thinkxic.com](http://www.thinkxic.com) 2004 -- present  
*Productive Thinking Facilitator* implementing the productive thinking mission of **think<sup>x</sup>** -- helping our clients raise the power of their thinking by generating more and better ideas than they dreamed possible. **think<sup>x</sup>** provides the catalysts organizations need to raise their intellectual capital and spark their people to develop their untapped thinking power so they can solve problems, discover opportunities and implement solutions to drive success.

**NOVANTAS** -- New York, NY [www.novantas.com](http://www.novantas.com) 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 analysis.

**INSTITUTE FOR PRIVATE INVESTORS** -- New York, NY [www.memberlink.net](http://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 include analyzing and interpreting advisor-investor interactions to synthesize the lessons learned.

**GRONCKI GROUP** -- New York, NY [www.groncki.com](http://www.groncki.com) 2001 -- 2006  
*Founder and Principal* of a marketing strategy and research services group. Serves financial services firms and others targeting high-net worth consumers and hard-to-reach client segments. Identifies client’s explicit marketing and information needs and provides solutions by bringing together best-of-breed approaches and methodologies.

**JPMORGAN CHASE & CO.** -- New York, NY 1995 -- 2001  
*Vice President:* Director of Global Marketing Research/Strategic Support for JPMorgan Private Bank -- Built foundation for new business targeted at the mass affluent by applying state-of-the-art techniques from cultural anthropology, psychology, ideation, statistics, and the creative problem solving process. 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:
  - Retained private banking clients by executing a “Voice of the Client” study globally.
  - Established a collaborative partnership with the marketing strategy team at American Century.
- Streamlined business functions by conducting ideation studies with employees and intermediaries of merged banks:
  - Determined best practices among five separate fiduciary businesses.
  - Rationalized private bank product offerings.
- Enhanced ability to track performance against competitors by designing a unique methodology for tracking market share of private banking business on a regional basis. Increased service quality and communications effectiveness by initiating a new approach to continuous tracking of satisfaction and loyalty among private banking clients.
- Supported the highly successful “I work for JPMorgan” TV and print advertising campaign by designing and implementing positioning analyses and conducting tracking studies to assess the impact of the campaign.
- Identified consumer feature and price preferences for MorganOnline in the U.S. and for an online financial advice service partnership with SONY in Japan. Developed and confirmed consumer asset management segmentation scheme for business expansion in Japan, Spain, France, and Italy using ideation techniques.
- 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 practitioners.

**PAYMENT SYSTEMS INC./PSI (subsidiary of NFO Research) -- New York, NY**

1992 -- 1995

*Vice President:* Director of Affluent Market and International Research Programs

- Marketed and conducted an annual survey of 2500 affluent U.S. households to assess their financial attitudes and behavior. Wrote reports, presented analyses, and advised financial services providers on strategies for serving the affluent and private banking markets.

**BANKERS TRUST COMPANY -- New York, NY**

1990 -- 1991

*Vice President:* 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:* Director of Information Planning for Citicorp Telemarketing Services

Director of Strategic Marketing/Research for private banking

Credit Design/Marketing Manager for Citibank's upscale brokerage business

*Asst. Vice President:* Division Head/Economist for Citicorp Economic Services

- Transformed planning process to successfully integrate 70 business units into one highly effective plan by designing and 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 and forecasting U.S. economic and investment market conditions using econometric modeling 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:* 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:* Labor Market Analyst for the New York Metropolitan Region

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

**EDUCATION**

<b>Ph.D.</b>	State University of New York at Stony Brook, Economics	1981
<b>Certificate</b>	The Wharton Effective Executive Workshop	1980
<b>M.A.</b>	State University of New York at Stony Brook, Economics	1974
<b>B.S.</b>	State University of New York at Albany, Economics and Business	1971

**OTHER ACTIVITIES/MEMBERSHIPS**

<b>American Economics Association</b>		1975 -- present
<b>American Marketing Association</b>		1985 -- present
<b>Advertising Research Foundation</b>		1998 -- present
<i>Board of Trustees of Hudson Guild</i> settlement house	<a href="http://www.hudsonguild.org">www.hudsonguild.org</a>	1997 -- present
<i>CPSI Leader for Creative Problem Solving Institute</i>	<a href="http://www.cpsiconference.org">www.cpsiconference.org</a>	2003 -- present
<i>Treasurer, Board of Trustees of Creative Education Foundation</i>	<a href="http://www.creativeeducationfoundation.org">www.creativeeducationfoundation.org</a>	2004 -- present
<i>Facilitator with Facilitators Without Borders</i>	<a href="http://www.fwb.ca">www.fwb.ca</a>	2005 -- present
<i>Board Member, Manhattan Community Board 4</i>		2005 -- 2006
<i>Membership Director of Creative Education Foundation</i>	<a href="http://www.creativeeducationfoundation.org">www.creativeeducationfoundation.org</a>	2003 -- 2004
<i>President/Secretary of Co-op Board</i>		1987 -- 1999
<i>Chair of the Board of The New Stagecraft Company</i>		1987 -- 1997