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## SUMMARY

Senior management consultant and manager with broad-based management experience. Strong, strategic capabilities built through years of marketing and business planning experiences as a manager, business owner and consultant. An effective communicator to senior level executives of critical concepts and details on a broad range of business issues and complex marketing and operational matters. Especially competent at strategic business and marketing planning, positioning development, creative direction, and new product development. Proven ability to motivate and manage people. Strong writing, speaking and communication skills.

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## PROFESSIONAL EXPERIENCE

4A's Dallas Council\* 2005 - Present

(\*American Assn. of Advertising Agencies-N.Texas & Oklahoma)

Executive Director

- Manage and conduct Board of Governors meetings, develop the annual plans, implement forums and seminars using 4A's resources.
  - Doubled financial reserves.
  - Pioneered the "Challenges Series" of seminars and workshops for agency executives; organize, promote and execute yearly seminar schedule.
  - Created "Colloquium," mini seminars in Oklahoma City.
  - Created "Perspectives," forum-style dinner meetings of agency CEO's.
  - Developed "Digital 3.0," national 4A's workshop; San Francisco Council
  - Created/maintain Council's web site; maintain email list and presence.

*m.school*@ SMU – Digital Accelerator 2016 - Present

Advisory Board

- Member of an advisory board in the formation of the *m.school*, a new, interdisciplinary curriculum focused on bringing executives up to speed in transformations created by the digital world for today.

University of North Texas–Mayborn School of Journalism Spring Semester - 2011

Adjunct Instructor

- Taught Media & Marketing Strategies course for Strategic Communications Department.

Growth Strategies Group-Dallas, Texas\* 1996 - Present

Managing Director/Founder

\*Formerly an LLC of six consulting partners, all former CEO's, all former clients

- Recent consulting engagements:
  - Served as expert witness on a trademark infringement case and a brand infringement case;
  - Conducted In-depth, one-on-one research interviews with the distribution/dealer network of a major, airborne telecommunications company to gauge market position and assess competitive comparatives;
  - With GSG partner developed business model concepts, start-up and on-going operational phases for the "Buy-On-Board" Program of LSG Sky Chefs.

- Launched their Global Marketing Department;
  - Consulted on marketing planning for two multi-million-dollar projects of a major entertainment and publishing company;
  - Crafted new branding, restructured sales department for a computer services company and telecommunications distributor;
  - Appointed to the advisory board of a technology company whose products increase the effectiveness of standard SEO procedures.
- Consulted with five advertising agencies on their own branding, account service and new business development work processes.
- Orchestrated the organizational and marketing restructure of a company selling database information services that resulted in 700% sales increase within three years.
- Conducted marketing research, developed plan and implemented program to increase occupancy of a private, student dorm project at Texas A&M.

AAF Dallas Foundation\* 2000 - 2015

Founding Chairman, Advisory Committee

\*Dallas Advertising League was renamed AAF Dallas – American Advertising Federation

- Created the DAL Foundation\* in response to need for a more structured scholarship and philanthropic effort by the League. Lead the organization’s scholarship efforts for 15 years under the authority of the organization’s board of directors. Expanded the scholarship offerings from the Sam Bloom Memorial Scholarship to the Morris Hite Memorial Scholarship. The AT&T Excellence in Advertising scholarship was added in 2010.

Fogarty Klein & Partners-Dallas, Texas 1995 - 1996

General Manager

- Managed the Dallas office of this \$136 million, Houston-based, agency.
- Supervised all facets of the \$4 million Tom Thumb Supermarkets account; worked on strategic planning on Randalls Markets account with the FKP Houston office.

Achievements:

- Stabilized operations and shaky account situation. Client rated our service levels excellent.

MBRK Advertising & Public Relations-Dallas, Texas 1994 - 1995

Management Supervisor

- Managed five account service people with 10 accounts, representing approximately 40% of the agency’s business.
- Participated in agency strategy development and new business.

The Strategic Group\*-Dallas, Texas 1984 - 1994

Senior Vice President/Principal

\* Formerly Strategic Promotions, Inc

- Principal of this integrated marketing communications agency.
- Repositioned agency from sales promotion to integrated marketing.
- Consulted with all agency accounts on strategy, positioning development, research; managed agency’s largest account.

Achievements:

Merico - Refrigerated Foods - Subsidiary of Campbell Taggart (# 2 U.S. bakery; an Anheuser-Busch food company.) Initiated formal, written marketing planning process. Instrumental in new product development process. Created new product tracking system. Spearheaded strategic development sessions with top management resulting

in “Q-Star,” a quality management program.

Lone Star Beer - Developed promotion which increased sales 59% at the same time Miller Lite was running its successful “Let’s Have a Party Texas” promotion. Helped create new product entry: Lone Star Natural Bock.

Llano Estacado Winery – Lubbock – Promotions and introduction of a new brand; naming and package design.

Cutler/Williams - Information Management Services - Responsible for repositioning C/W from a contract programming company to a full-service information management company. Created and implemented a strategic planning system.

D’Amico & Associates, Inc.-Dallas 1976 - 1984  
President/Owner

- Full-service agency with billings of \$1M + before merging with FHZ ad agency.
- Key accounts: Autry Action Shoes, Searle Medical U.S.A., Rodeway Inns, KEGL-FM, Republic Bank Dallas, Alcon Surgical, Mercury Savings.

Achievements:

Grew Dallas office business to a \$3.5M billings rate in a few months with a 23% pretax profit. Developed and separately won the business of six, separate strategic business units of Searle Medical, U.S.A. Bought back office in ‘81.

Fidelity Union Life Insurance Co.-Dallas 1974 - 1976  
Director of Marketing Services

- Managed all corporate communications, marketing research and sales support for this \$3 billion in-force company.

Achievements:

Initiated major sales training film program. Identified new markets for existing products. Assisted in development of a disability product.

ITT Financial Services-St. Louis 1971 - 1974  
Associate Advertising Director/Creative Services Manager

- Served as ad director for ITT Aetna Mgmt. Co. as well as consulted with ITT finance companies Industrial Credit and Thorp Finance with varied financial product lines. Multi-million-dollar media budget with strong emphasis on direct mail. Editor of award-winning employee newspaper for ITT Aetna.

Achievements:

Reorganized 1M name lead generation program. Managed DM research. Developed second mortgage product that turned into major revenue contributor. Developed local office present borrower mail program.

Winius-Brandon Advertising Co.-St. Louis 1968 - 1971  
Account Executive/Copywriter

- Joined as copywriter; promoted to A.E. at this \$25M full-service agency (third largest in St. Louis) with branch offices in Houston and Indianapolis.
- Appointed Chairman of Development Board (advisory group of younger agency personnel), Member - New Business Committee. Joined as copywriter. Accounts: Rawlings Sporting Goods, Six Flags Over Mid-America, Convention & Tourism Bureau of Greater St. Louis, Tom Boy Food Stores, Illini Federal Savings & Loan, Phelan’s Paint, Arctic Boy Coolers, Hill Bros. Shoe Stores, Frisco Railway, Stag Beer.

Clayton-Davis & Associates-St. Louis 1967 (6 months)

Account Executive/Copywriter

- Was given responsibility for the agency's internal operations; supervised creative staff; worked in new business.
- Sole account person (other than the principal) for this well-respected, 6-person agency. Copy on Delta Tires brand. Account and copy on Mid-America Raceway and peripherally on all other accounts.
- Special duties were helping manage and sell the principal's corollary sales promotion business, Celebrities Art Exhibits.
- Left when actively recruited by Winius-Brandon Advertising.

Frank Block & Associates-St. Louis 1967 (6 months)

Copywriter

- Copywriting for major medical equipment and supplies company, Sherwood Medical Co., TechFab commercial furniture, International Shoe brands including Winthrop Shoes, Mitralux safety lighting

Central Illinois Public Service Co.-Springfield, IL 1964- 1967

Advertising Assistant

- First job out of college was with an electric and gas utility serving central and southern Illinois.
- Wrote and all ad copy, working with internal artist, and placed all media; newspaper, radio, television, billing inserts. Administered co-op advertising program with electric and gas appliance dealers. Assisted with major P.R. events and campaigns such as the opening of the Coffeen electric power plant in southern Illinois.
- Responsible for creation and production of radio and TV commercials, including the voicing of two "cartoon" characters who served as CIPS on-air and print representatives

#### RELATED EXPERIENCE.

Education: University of Missouri, Columbia, MO.

- Bachelor of Journalism-Advertising, January, 1964; Radio & TV minor - Speech School
- MBA-level courses in Marketing Management, Financial & General Business, Advertising Agency Management

Computer Related

- P.C. and Macintosh - WORD, EXCEL, PowerPoint, QuarkXpress 4.0, C.A.T. contact/sales management program, Goldmine - Database Management System.
  - Created and maintain five different web sites for various organizations; do not write code.

Awards

- Southwest Advertising Hall of Fame – 2020 Class
- The Distinguished Professional Achievement Award – Frank W. & Sue Mayborn School of Journalism, University of North Texas, April 17, 2013.

Affiliations/Activities

- Advisory Board Member – *m.school* at SMU-professional development/education
- Founder/Contributor to the blog – *LibertyViews.org*

- Team Leader of Docents at the George W. Bush Presidential Library and Museum
- First VP-Programs/Marketing - Freedoms Foundation at Valley Forge – Dallas Area Chapter
- Past guest Lecturer, Negotiation Strategy, Dallas Baptist University
- Caruth Hills & HomePlace Neighborhood Association, founding committee and board member since 2005; Vice President, then President – 2010, 2011. Now in advisory position.
- Dallas Civil War Roundtable, Member
- Various national and state political campaigns; chair – letter writing campaign, George W. Bush for Governor, worked on all Bush campaigns; Dan Branch-state representative and attorney general; 1972 wrote first draft, 5-minute speeches for Kit Bond who won for Governor of Missouri.
- AAF Dallas (Dallas Advertising League) - Member since 1977: Chairman of the Board-'04, President-'02-'03, Board of Directors – 1999-2005 Co-chair of the Annual AdRoast event '00,'01,'02,03,04. Co-chair of AAF National Conference – '04:
  - Founder, Past President's Council (inactive now);
  - Founded Dallas Advertising League Foundation (now AAF Dallas Foundation);
    - Chairman of the Advisory Committee for 15 years.
- Marketing Dallas – Mayoral Task Force, Chairman “Dallas Welcomes the World” Committee/World Cup '94; Marketing Dallas – Mayoral Task Force to build pride in Dallas – “Be proud of where you're from...”
- Marketing Communications Executives International, President; Member of the International Board of Governors
- University of Missouri Alumni - Member D/FW Alumni.
- Alpha Tau Omega Fraternity - Mo. Chapter Capital Campaign - Class Chair; Board of Trustees, SMU Chapter (Chapter inactive now); Life Loyal Tau
- Dallas Cup – International Youth Soccer Tournament - Board of Directors – 5 years
- Board of Directors – Richardson Sports, Inc.; Coached youth football and baseball
- Boy Scouts of America – Journalism Merit Badge Adviser
- Manchester Soccer Club (North Texas Premier-senior men's league) – Founder, President for six years, player for 25 years.
- Bishop Dunne Fund Drive – Effort to build a track for the track team
- President-elect of the Springfield, IL Advertising and Public Relations Club. - Founder of the Illinois' advertising industry effort to defeat an advertising tax.
- YMCA Youth Leader/Advisor for disadvantaged boys – Springfield, IL.