



Facilitating individual & organization
self-awareness, growth & transition



Ron Nicodemus

Strategic Communications, Marketing, Image and Event Consultant

Ron Nicodemus has nearly 20 years experience as a communications and marketing strategist out of his 30 plus year career in the communications industry. He serves a variety of public, nonprofit and private companies to develop and implement communications strategies to serve their diverse needs and constituencies. That includes helping companies determine who they are, what their message is and how to effectively reach their many audiences to create market-changing impact. Often projects are most valuable in times of transition or organizational change, sometimes involving the defining or changing of organizational culture and image.

Ron has led two corporate communications companies in the New York City area serving such Fortune 100 clients as AT&T, American Express, IBM, Sony, GE Capital, Exxon Chemical, Pfizer and the NFL. His client-projects have been strategic in nature addressing significant business challenges and utilizing integrated tactics of marketing, PR, media relations, events and education programs to drive succinct and actionable messages to multiple target audiences. That work has also included numerous product launches, internal employee communications, training, broadcast and meetings and events of every type.

Since communications strategies are integral to an effective approach to many organizational challenges, Ron partners with organizational development and other business specialists in delivering a comprehensive package of development and implementation. He also has exceptional skills in project management of complex and demanding projects, often leading or coordinating such efforts. As an example, Ron developed communications programs supporting the four-year culture change for Exxon Chemical, transforming their culture and activating it with 65,000 employees worldwide.

Ron often develops new businesses or projects for clients that transcend new frontiers or changing paradigms. He was a key member of the development teams for the innovative Disney Institute and the pioneering CBS Cable arts channel. Ron co-founded the BioAgenda Institute as an executive think-tank for the biotech and life sciences industries. He now heads Nicodemus Communications Group, addressing strategic communications needs for a diverse client base.

As a former executive for the Disney Institute in Orlando, Ron created a special events business to address a marketing challenge that eventually changed the way that Disney marketed the entire Disney Institute product. He then created a conference and symposium business for the Disney Institute, with the encouragement of Michael Eisner, to address some of the defining issues we face in healthcare, education, science, conservation and peace, all receiving significant media attention. For the Disney Institute as well as for others, Ron has also been responsible for creating strategies for new business development including building alliances and sponsorships.

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Some of Ron's support for nonprofits has been to lead the strategic communications and marketing efforts for the Brevard County, Florida, visioning project *Brevard Tomorrow*; creating a new and unifying image and brand for Brevard County; and leading the development of a new rural education initiative for the Southern Virginia Higher Education Center.

The early part of Ron's career was as a national television producer and director for PBS, CBS Cable and other outlets. During those years, he created 75 national television specials and hundreds of local and regional shows in the arts, as well as numerous home video projects for children.

Ron believes that collaboration and building relationships are as critical to success as securing market share or mind share. He is committed to maintaining the highest standards of integrity, building relationships based on trust, exceeding expectations but never budgets, and turning our passion for possibilities into real world solutions.