



## Meet the NextGen Team...



**Greg Crosby**

CEO and Founder

Iowa City, Iowa • 319-887-5665 • [greg.crosby@nextgenmktg.com](mailto:greg.crosby@nextgenmktg.com)

Greg Crosby is the Founder and CEO of The NextGen Marketing Group and an experienced senior Marketing, Strategy, Business Development, Sales, and General Management executive. Mr. Crosby has over 25 years experience in senior leadership positions with major U.S. firms such as Sprint, US WEST (now Qwest), TCI Cable (now Comcast), and McLeodUSA. He has been instrumental in launching new businesses, products, and markets for the companies he has worked with during his career, and has also worked successfully in turnaround assignments.

Mr. Crosby has led multiple organizational functions as a senior executive including Product Management, Product Development, Pricing, Channel Development, Market Research, Market Management, Advertising, Public Relations, Sales Training, Business Development, Sales Operations, Sales Management, and Corporate Communications. He has excelled at pioneering new strategies for industry first launches to create competitive advantage and also worked extensively at developing turnaround strategies for companies experiencing eroding market share or margin. He has been part of the senior management team reporting to the Chairman, CEO, or President in many of these positions and had to operate at both the macro and micro levels.