



*Your Turnkey Marketing Eco-System*



**Greg Crosby, Founder and CEO**  
(Iowa City, IA)

**Innovation, Go-to-Market Strategy, New Business Creation, Product Roadmap, New Technology Marketing and Marketing/Sales Execution Expert**

Greg Crosby founded the NextGen Marketing Group™ in late 2007 after a successful 25 year executive career in the technology industry leading marketing teams for nationally recognized companies such as Sprint, US WEST/Qwest, TCI Cable and McLeodUSA. Greg defines his corporate career as being an “Entrepreneur-in-Residence”—driving new ideas, business concepts, products and marketing strategies for the firms he worked for. During his tenure he pioneered, developed and launched over 100 new products that created sizable new revenue streams for those firms and served as a national thought leader—speaking often on new business models and strategies for companies operating in the technology industry.

As a highly experienced senior Marketing executive and former CMO, Greg decided the traditional business models for providing marketing solutions to businesses were outdated, inefficient, costly and very frustrating. Too much waste was present in the current process and trying to find the right resources and services was always a challenge. So, Greg had a vision to create a new business model—a comprehensive marketing resources and solutions company (a marketing resource eco-system) that assembled the very best marketing experts across the country bundled with a complete suite of leading marketing creative design, advertising services and now emerging technology platforms—delivered affordably and efficiently to businesses through flexible client payment programs to maximize productivity, minimize cost, and drive results. That idea and vision was the foundation of the NextGen Marketing Group™.

Greg works today with NextGen Marketing Group™ clients across the country as an outsourced executive, advisor, and business counselor helping businesses tackle their toughest strategic and tactical marketing challenges and transform their Marketing/Sales business models. Greg is available as part of the NextGen BrainTrust™ team to work directly with clients as needed.

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