

You are Your Brand: Personal Branding to Drive Growth



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Over the past two decades, Mark has worked on both sides of the management equation, co-founding two consulting firms as well as serving as a senior executive at a several companies.

In 2009, Mark co-founded and then served as managing partner of South Street Strategy Group, a business strategy and innovation consulting firm, that is a sister company of Chadwick Martin Bailey (CMB), a top 50 custom market research firm. Mark sold his interest in South Street to CMB in December 2015, but continues to collaborate on strategy and implementation projects for CMB in addition to teaching and serving clients through his own consulting practice, Carr Consulting Group.

Mark's specialty is helping companies develop go-to-market strategies to launch new brands, products and/or enter new markets, but his recent project work has spanned the full spectrum of strategic business and marketing issues including: innovation, growth strategy, brand activation, marketing performance improvement, and channel development. Clients include leading brands such as Cigna, Synchrony and Solidworks as well as a host of mid-sized and entrepreneurial ventures.

Prior to founding South Street, Mark spent nine years as a partner in CMG Partners (CMG), a marketing and sales consulting firm. At CMG he led business, innovation and marketing strategy projects for clients such as XM Satellite Radio, Marriott International, Nextel International and Verisign in addition to helping manage and grow the overall consulting practice.

Previous to CMG, Mark held a number of executive positions at companies including: President and CEO of WriteRead; Director of Business Development and Product Management at SilverPlatter Information; and Senior Consultant with Nextera Business Solutions, formerly Symmetrix.

Mark's first career was as a business journalist and editor, and he continues to write and speak regularly on a variety of topics related to business and marketing strategy.