

*Sam Patrick**Sam Patrick*

**SAM PATRICK'S** varied marketing career includes work with some of America's best-known brands in consumer goods, technology, retail, financial and professional services. He has directed strategic communications for such organizations as DOW Brands, Publix Super Markets, SouthTrust Corporation/Wachovia, Datastream Systems, Ryland Homes, Club Corporation of America, the State of South Carolina, Elliott Davis and Advantica/Denny's.

Among his career highlights, Sam led marketing and business planning for Publix Super Markets in helping convince their executive team to expand into 2 new states (Alabama, South Carolina), and 6 additional media markets; increase media budgets 45%; and add heavy-up segment marketing programs. He also helped develop and launch the restaging of Publix brand's private label line, develop and promote their own dairy and cultured products line, and conceive/validate/launch the acclaimed *Publix Baby Club*<sup>®</sup> lifestage marketing program, now with in excess of 300,000 members.

*We provide insight and strategy to organizations seeking to deploy innovative marketing and communications.*

As director of marketing for Elliott Davis, a regional accounting firm, from 2000 through 2004, Sam oversaw the growth of the firm from local CPAs to a Top 40 national firm — growing revenues by more than 80% during that span — diversifying the firm's portfolio of services and products into the technology, wealth management, international services, and marketing/communications arenas.

His career has included time both at national ad agencies and on the corporate strategy/communications side of the desk. In late 2004, Sam founded Patrick Marketing & Communications, Inc. (PM&C), providing insight and strategy to organizations seeking to deploy innovative marketing and communications as a way to accelerate their profitable growth. PM&C doubled in size during its first two years of existence.

Sam is actively involved in the American Advertising Federation, American Institute of CPAs, South Carolina Association of CPAs, and Miracle Hill Ministries. He is a director of the Carolina First Center for Excellence and the Association for Accounting Marketing (AAM), and has served as the AAM National Conference Co-Chairperson. He has spoken and written extensively on various marketing and practice development topics.