

# **INKinc**

Public Relations



## **DICK GROVE, CEO & FOUNDER**

Dick Grove is the pioneer of the pay-for-performance business model in the public relations field. As founder and CEO of INK inc PR and 40 year industry veteran, Grove has built an international reputation by garnering high profile media results for over 100 global clients in key media...The Wall Street Journal, The New York Times, Time, Wired, CNN, NBC, CNBC, TechCrunch, and Huffington Post to name but a few. INK's clients have ranged from multinational corporations like IBM, Harley Davidson and Jack Daniel's to small start-ups including BuddyBid, TrueLink and MyCrowd.com. INK has

represented clients from Kenya, London, Beijing, Israel, New Zealand to most states in the US. Grove has been profiled and featured for his innovative approach to PR in Forbes, The WSJ, Inc magazine and on CNBC, CNN and PBS.

In his public speaking, Grove shares his expertise and strategies for gaining solid media coverage through public relations and leveraging this coverage to achieve maximum ROI.

### **Audience members learn:**

- How a small or medium size business can easily compete for US media coverage with his proven PR tactics
- What makes a company's story "newsworthy" and how to identify key media targets
- How a company can pay for performance without hourly fees and administrative costs
- How to land print media in a digital world
- Why every company needs PR without paying hefty monthly retainers

### **Public Relations Presentation Topics**

"How to Get Ink in a Digital World"

"Is the World Really Flat...or am I just lying down?"

"Smart PR for the Start-up"

"Avoiding Jibber Jabber...An Entrepreneur's Guide to Great PR"

"Paying for Performance...What's Old is New"

"All Media is Local"

"Public Relations Hourly Rates...Time Sheeting or Time Cheating"

“Practical Innovation. A Guide to Becoming an Oxymoron”

### **Past Speaking Venues**

Wharton Graduate School of Business - Philadelphia  
University of Kansas Business School  
National Media Relations Summit – Washington, D.C.  
PRWeek Global Initiative – New York

### **Audience Responses**

#### **Photo of Katy & Philip Leakey**

*“I was riveted by Dick Grove’s talk at Wharton Business School in 2007 and immediately knew that I had to meet the man who expressed his companies unique way of getting his clients in the public eye. My husband and I own a small Fair Trade business based in Kenya where we live and at the time I had already been through several PR firms and knew enough to know I was hearing and seeing something completely different in his approach. That was the beginning of a wonderful working relationship as well as a life long friendship.*

*Dick and his professional, creative team at INK, Inc worked above and beyond the scope of traditional PR firms while achieving national recognition in the United States for our East African company by suggesting new marketing materials which reflected the headway they were making in opening markets for us through their PR efforts.*

*Dick has a unique talent to seek out ways to make products news worthy thus gaining press in unexpected and new channels that we’d never imagined and he and his brilliant team’s willingness to work with small to medium size companies always made us feel like we were their most important client.*

*Dick and INK, Inc changed the way we view PR and we’ve never looked back.”*

#### **Katy Leakey, Co-founder of The Leakey Collection**

*“Even to companies based stateside, the US media can seem impossible to reach, yet Dick Grove knows how to get even the smallest concern heard above the cacophony of competing voices. His expertise draws on over four decades of experience in dealing with all facets of the US media (print, broadcast, online, social media) for business-to-business, government, NGO, trade and consumer based companies. His ability to combine his hard won industry wisdom about how to deliver real value to companies seeking media coverage, with a youthful agility that is never afraid to innovate and shake up the status quo, ensures that working with him and his colleagues is never dull. His passion for your story is infectious, and always catalyses market growth, and instills new belief.”*

***Nick Kettles, International Business Consultant***

*Dick Grove's presentation was extremely insightful. He keeps the audience engaged by incorporating several attention-grabbing stories from real world client experiences."*

**Dick Grove biography**

Dick Grove has spent over forty years in the world of Public Relations, Advertising, and Entertainment. After humble beginnings in a small town in Kansas, and early stops at junior colleges in Hutchinson, Kansas and Orange Coast College in California, Grove arrived at the University of Kansas, where he went on to earn both his Bachelor's Degree and Master's in journalism. Grove began as a beat reporter with The Lawrence Journal World while still a graduate student. Upon graduation, he transferred his journalism skills to the New York office of Burson-Marsteller, one of the largest global PR firms. Over the next several years he worked for a variety of large agencies such as N.W. Ayer, DDB/Needham and even had a second stint at Burson-Marsteller as Vice President and General Manager of Southern California operations. In addition, Grove has held corporate positions with ITEL Corporation and divisions of ITT and General Electric. Grove temporarily left the professional PR ranks in the late seventies when he jumped to the world of entertainment, creating White Rabbit Entertainment...a recording studio, talent management and film production company in Sausalito and Hollywood, California. After five years, Grove sold White Rabbit and returned to the world of corporate PR. Finally in 1997, after becoming jaded by what he perceived as a growing decline in client service coupled with an ever increasing reliance on escalating hourly fees, Grove founded INK inc PR, a new kind of PR firm, designed to deliver real tangible results under a performance-based compensation system. INK PR has since grown to be the largest "pay-for-performance" PR firm in the United States. He has received considerable press over the years for his pioneering use of a non-traditional PR business structure and incentive-based compensation. *CNN, PBS, Forbes Magazine* and *The Wall Street Journal*, among others, have all profiled Grove.

Grove's professional experience has ranged from financial and investment relations, to high-tech campaigns and products, and the vagaries of the entertainment world. He has developed communication campaigns for companies in the U.S. and globally that sell sophisticated aircraft leases, companies that manufacture computer chips, consumer package goods, to running a U.S. Senate political campaign. He even helped a client fly Uzbekistani refugees on a midnight run from Tashkent to Tel Aviv...all in pursuit of the story. He has worked with companies that needed television exposure or no publicity whatsoever. Grove planned and executed programs for all. He has applied his skills against clients ranging from IBM, Honeywell and Dr. Scholl's, to Coca Cola, Armor All, Jack Daniel's, performer David Copperfield and TV personality, Bill O'Reilly among hundreds of others. Globally, Grove has advised small to medium sized companies based in Europe, China, New Zealand, Israel, and Kenya on utilizing the U.S. media to break into the American markets.

Today, when he's not traveling the world meeting with clients, Grove can be found riding his Harley motorcycle or cheering for his beloved Jayhawks.

Grove blogs his opinions about the PR industry, politics and his personal recollections of his life's journeys on the blog.

## **Dick Grove resume'**

**40-year communications veteran both in the corporate and agency worlds...including:**

Burson-Marsteller PR – New York, Chicago, and General Manager of Southern California

N.W. Ayer & Son Advertising – Chicago

Itel Corporation – Corporate Director of Communications

White Rabbit Artist Management - Hollywood

RH Grove Associates – founder/CEO

Victor Computer Corporation – Director of Worldwide Communications

ITT Corporation – Marketing Director, Personal Computer Division

DDB Needham Advertising – Senior VP of Public Relations, California region

GE Capital Corporation – VP of Communications

INK inc. – Founder/CEO