



Digital ad sales to **Ford, Stellantis & GM's \$4B** annual budgets. Known CEOs and CMOs for 13 years. Planted 35 uniquely disciplined digital companies in Detroit since founding Detroit Digital in 2009. 1 sheet: GODclick.com/Detroit | 5,000+ LinkedIn quality contacts. About Swan

Track Record

Closed **\$40M+** in digital media to **GM, FCA & Ford**. Developed responsive relationships with all **American Automotive Ad Executives** and agencies **Carat, UM & GTB**. Made documentary starring every VIP in Auto: Heroes of Detroit=> vimeo.com/95873491 | PW: HeroesOfDetroit.

Founded GODclick.com - location based media targets Churchgoers. | Won National Promo Show **Gold Star Award**. | Founded Rhinosoft - **Sold 31M** CD Bibles at retail. | **Time Inc.** - Magazine Ad Sales: Re-opened **GM | Detroit News**: Sales record setter. | **Sandler, DMSC, Carnegie Sales** trained. | **Eagle Scout**: Hard working, honest, servant leader, finisher.

College, High School Education

Graduated **Marquette University**, Milwaukee - Business Administration - Marketing Major, Advertising Minor. **Interned: NBA's Bucks & Milwaukee Journal**. Pitcher: MU **Baseball**.

Brother Rice Scholar Athlete, Actor, Honors, 4 year Letterman, lead in "Bye Bye Birdie".

Three Recent References | Email Address

Disney: "I can make this note very short. I can afford to be brief because Greg Swan is a killer asset for any organization to have in its arsenal. Greg opens doors, delivers value, and closes deals. Our revenue fortunes in Detroit were solely a result of Greg's stellar work. On a professional level I have found few people that have the intelligence, creativity, instincts and desire that Greg possesses. On a personal level Greg is also earnest, sincere, passionate and respectful. If you possibly need anything else please do not hesitate to email, call, or set up a LinkedIn group called "Why **Greg Swan is terrific**" and I'd be the first to sign up. ~ Jason R. Krebs SVP, **Chief Media Officer, Disney's** Maker Studios."

Cadillac: "Knowing Greg Swan and Detroit Digital and from all I have seen about their work for GM and for other clients, I can certainly recommend him without any hesitation. Over and above the fact that **Greg is a highly professional business partner and an incredibly delightful person**, he is also one of the best-connected individuals in the automotive arena of Detroit. Kind regards, Uwe. Uwe Ellinghaus **Chief Marketing Officer Cadillac** 100 Renaissance Center | Mail Code: 482-A23-D46 Detroit, Michigan 48264

Client - AcuityAds: "You were a great partner in the early years of Visible Measures. THANK YOU for introducing me to the Motor City clients. **Couldn't have done it without you.**" Seraj Bharwani **Chief Strategy Officer**. | To interview Greg you may email Greg@DetDig.com.