



**Sold advertising to Ford, Stellantis & GM's CEOs and CMOs** increasingly earning larger share of their \$4B annual budgets. Launched 35 digital companies in Detroit since founding **Detroit Digital** in 2009. 1 sheet: [GODclick.com/One](http://GODclick.com/One) | 5,000+ [LinkedIn](#) quality contacts. [About Gregory Swan](#)

### Accomplishments

Closed **\$50M+** 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](http://vimeo.com/95873491) | PW: HeroesOfDetroit.

Founded [GODclick.com](http://GODclick.com) - Churchgoer MAIDs - Mobile Ad IDs | 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, Dale Carnegie** Sales trained. | **Eagle Scout**: Hard working, honest, servant leader, finisher.

### College Education

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

### Preparatory High School

Birmingham **Brother Rice** - Athlete, Actor, Honors, 4 year Letterman, lead in "Bye Bye Birdie".

### Branded References with contact links

**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.