

PRINCIPAL BIOGRAPHIES

Gary Fraser



Gary Fraser is cofounder of The Growth Engine Company and a veteran of 25 years of creative marketing and brand management at some of the world's top consumer products firms, including General Foods (Kraft), Chesebrough Ponds and Unilever. He and his Oral Care team successfully tested and launched Mentadent Toothpaste, turning it into a quarter of a billion dollar brand in three years. In his marketing career, Gary received two Golden Effie Awards for Effectiveness in Advertising, was named Marketer of the Year by *Brandweek* Magazine and won three Edison awards as a marketing innovator. While at Unilever, he was also the director of Marketing Services and created their first company-wide innovation council. Gary is a graduate of Middlebury College with a major in economics, and received his MBA from the Wharton School, University of Pennsylvania.

Bryan Mattimore



Before cofounding the Growth Engine Company in 1999, Bryan Mattimore was founder and President of the Mattimore Group, an 18-year-old creativity consulting and ideation facilitation company. He is one of America's top experts in applied creativity, ideation facilitation and innovation management. In his career, he has facilitated more than 1,500 marketing and business strategy ideation sessions. He is the author of the bestselling book, *99% Inspiration, A Real World Guide to Business Creativity*, selected as the American Management Association's membership offering/book of the year; and inventor of the creativity training game, *Bright Ideas*. His articles on applied creativity have appeared in dozens of magazines including *Advertising Age*, *Reader's Digest*, *The Futurist*, *Omni* and *Success*. He is a graduate of Dartmouth College, with a major in psychology.

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