



THE GROWTH ENGINE CO. FACT SHEET

Founded: 1999

Ownership: Privately held

Address:

The Growth Engine Company®
One Selleck Street
Norwalk, CT 06855
www.growth-engine.com

About The Growth Engine Company:

The Growth Engine Company was formed by principals Bryan Mattimore and Gary Fraser to help companies achieve sustained revenue growth through innovation. With more than forty-five combined years of experience as project-based innovation consultants, they were the first to establish a full-service “Innovation Agency” that acts as an experienced long-term partner for clients who wish to innovate more effectively over a wide spectrum of challenges—new products and services, strategic planning, brand leadership, positioning and innovation process development. By providing continuous strategic innovation leadership as well as expert people resources to help with innovation efforts, Growth Engine ultimately leads organizations to become more innovative and develop more creative leaders.

Mission

At The Growth Engine Company our mission is to lead companies to new places by realizing the creative potential of their people and ideas. We are a full-service Innovation Agency dedicated to partnering with companies to provide a continuous stream of innovative products, services and ideas for top line growth and improved profitability.

Services/Capabilities:

The Growth Engine Company’s comprehensive innovation services include:

- New Product/Service Development
- Ideation Design and Facilitation
- Creativity and Innovation Training
- Positioning/Branding
- Strategy Development
- Creative Vision and Mission Development
- Innovation Process Design and Implementation
- Meeting Design, Facilitation and Keynotes

Client Benefits:

- **Bigger, Better Ideas:** With more than forty-five years of collective innovation experience, 100% of Growth Engine's time is dedicated to helping companies develop game-changing new ideas.
- **Diversified Innovation Portfolio:** Growth Engine's strategic innovation planning process and long-term focus guarantees a full innovation pipeline.
- **Speed to Market:** Growth Engine's team will provide the extra arms and legs needed to aid in juggling multiple innovation initiatives and get more new ideas to market faster.
- **Risk Reduction:** By using a rigorous idea validation process and making sure clients have a diversified innovation portfolio, Growth Engine helps companies reduce in-market launch risk.
- **Objective Third Party:** The Growth Engine team acts as an objective third party and is not constrained by corporate politics.
- **Voice of Consumer:** Growth Engine emphasizes the importance of consumer feedback to help companies gain insight into key trends and behavioral/motivational drivers.
- **Innovation Coach:** Growth Engine's innovation training courses and day-to-day coaching help companies solve business problems more creatively and make innovation an integral part of the corporate culture.
- **Shows Commitment:** Hiring an Innovation Agency sends a loud-and-clear signal that a company's organization puts a high priority on innovation.

Sample Client List:

Danaher/Craftsman Tools, Danone, DKNY, Estee Lauder/Clinique, Fiserv, Gillette, Haagen Dazs, Honeywell/Prestone, IBM, Johnson and Johnson, Lipton, LVMH, New York City Leadership Institute, Novartis, Ogilvy, Pepsi, Procter & Gamble, Schering Plough, Schick, Sony, Thomas'/George Weston Bakeries, Unilever, Wyeth

Media Contact:

Stefanie Guzikowski
SG Public Relations
StefanieGuzikowski@yahoo.com
(603) 319-4948