



**The Grodner Group**

strategic marketing . event management . corporate social responsibility programs

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**

Vikki Grodner  
205.422.9713  
vikki@thegrodnergroupp.com

**GRODNER FORMS THE GRODNER GROUP**

**Sirote CMO Leaves Law Firm to Form Strategic Marketing & Event Management Firm**

BIRMINGHAM, AL -- Vikki Grodner, Chief Marketing Officer with Sirote & Permutt, has left the law firm to form The Grodner Group, a strategic marketing and event management group.

At Sirote, Grodner was responsible for providing strategic marketing and business development thought leadership, project execution and consultative guidance, including implementing successful rebranding and strategic community involvement initiatives.

Prior to working with Sirote, Grodner was the East Coast Marketing Director for Manatt, Phelps and Phillips in New York City. She has held similar marketing and communications leadership positions in New York, Atlanta, and Virginia in the professional services, publishing, municipal, and nonprofit sectors. She is also the founder of Camp Smile-A-Mile, a recreational program for children living with cancer.

Specifically, The Grodner Group will offer:

- part-time Chief Marketing Officer (CMO) services for small to mid-sized businesses
- targeted marketing project oversight
- management, professional and strategic planning retreats
- VIP event production and sponsorship management
- strategic corporate social responsibility programs and community partnerships