

Hi Rick;

As the year draws to an end, so too does my 12-year run at SmithGeiger. It has been a good run and lots of positive achievements and successes developed as a result.

Before I look forward, I want to pause and reflect briefly on a few of the many amazing things this chapter has comprised. SmithGeiger had only a handful of clients when this journey began. My team rapidly grew the client base to over a hundred-local news and sports clients. I had the honor and privilege of finding and hiring some of the best strategists in the business. We grew revenue in the business and generated well over \$7 million dollars in new revenue.

Along the way, the industry changed and I pivoted with it towards broadcast corporate management, digital media, and social media with a deeper content focus. Strong client relationships yielded new successful ventures for me in the form of ShareRocket and School Spirit Pays. I remain very proud of helping create and grow these two startup companies. Today they are both thriving and expanding.

I am forever grateful my role at SmithGeiger allowed me to meet and nurture lasting business relationships, partnerships, and friendships with some of the best in their respective fields like you.

There are still many chapters left to be authored in my career. Attached you will find more information and accomplishments on where this journey has brought me so far.

If you know of any possible matches that would be a fit for my skills and senior management experience, I would be grateful.

I look forward to staying connected now and in the future.

Happy Holidays,  
Mark Toney