

Tom Greer – Bio

Tom's marketing and economic development credentials are extensive. As part of the leadership of the Tourism Sub-Committee of the Steamboat Springs, CO Chamber Resort Association Tom was a major contributor in turning a well-known seasonal ski town into a solid year round international recreation and tourism economy that provided continuity in both business and education. As a principle fund raiser for the CO Horse Park in Parker, CO Tom was instrumental in developing an international event schedule and the resulting marketing and merchandising television opportunities, bringing in additional revenues to the local communities.

As a tourism marketer he created and directed the *SKI TV* series that aired in "prime time" on ESPN, sponsored by SKI Magazine that showcased family recreation across America's Ski Country. As a member of the Colorado tourism industry, Tom produced and directed the TV travel series *Colorado Vacations* that aired nationally on The Travel Channel. *Horsin' Around the West* was Tom's series, shot across the West, promoting vacations that revolved around the family recreational use of the horse that aired on the Outdoor Channel.

Tom is a Past President of the Board of Directors of the Greater Belen Chamber; is the longest standing member and VP of the Belen Main Street Partnership, part of the national Main Street Program; and was Chairman of the Belen Planning and Zoning Commission. Past leadership of other non-profits includes State Director of the Western Montana Horse Council and the Chairman of Bitterroot Valley Public Television, also in Montana.

In Belen, Tom has restored a 100 year old terrones home at the Rail Runner Station into Hub City Brewing Co., a local community gathering place and brewery and lives in a 150 year old restored historic home in the 1700's Land Grant community of Tome, NM. Working on Historic and cultural tourism as economic development and as an advocate of appropriate land use in our rural communities, Tom's biggest interests and passions are focuses on revitalizing the economy and prosperity of NM.

Education

Tom holds a BA in Television and Radio and an MA in Communications with focus on Global Communications, advertising and marketing from Michigan State University.

Professional Experience

Proprietor -Owner

Hub City Brewing Company, LLC

2013 – Current

The only microbrewery in Valencia County, NM catering to the local community as a gathering place and in support of Belen's economic development and tourism opportunities. A business incubator for young veterans and community members. Railroad and military themed, located at the Belen Rail Runner commuter train station.

Owner

Advent Communications, LLC

1991 – 2012 (21 years)

Develop marketing strategies for various clients across the country; research market opportunities and develop focus group testing; produce real estate and tourism marketing programs; produce the television series *Cowboy Church* in association with the Fellowship of Christian Cowboys PRCA rodeo ministry.

Owner/COO

Steamboat Broadcast Systems, Inc

1987 – 1991 (4 years) Steamboat Springs, CO

Develop, fund, built and operated the full power broadcast television station KSBS channel 24 in Steamboat Springs, CO. Sold broadcast license in 1991 which became license for Telemundo to broadcast in the Denver market.

Director/Creative Director

SKI TV Productions

1982 – 1987 (5 years) New Paltz, NY / Steamboat Springs, CO

The television series *SKI TV* sponsored by SKI magazine aired on ESPN and Satellite Program Network. While ski racing sports coverage was carried on television, this was the first lifestyle family recreation ski program widely distributed in the early days of satellite sports programming on ESPN.

VP-Director of New Media Development

J. Walter Thompson

1980 – 1982 (2 years) New York City

Develop new media opportunities for television advertisers in satellite television. Among the clients involved were Ford Motor Co, Kawasaki, Reynolds. Tom, his wife and son designed and produced "Kawasaki Sets You Free", a long form 2:00 lifestyle music video for MTV that lead the new lifestyle marketing movement in satellite television advertising. He worked on direct response media at the Cable Shop experiment in Peabody, MA. This was the fore runner to direct response TV so prevalent today in satellite delivered television. Tom was a highly regarded member of the

AAAA (American Assoc. of Advertising Agencies) Speakers Bureau where he regularly spoke on economic and consumer issues facing American businesses and consumers .

Prior to Tom's movement into the private sector he was an educator, employed at the college level as Teaching Assistant in film/TV at Michigan State University, Assistant Professor and Curriculum Coordinator at Lansing Community College in Lansing, Michigan and following a move to NYC, as an Assistant Professor at Long Island University in Brooklyn, NY. From there he was recruited by J. Walter Thompson Agency.