

## Biography for Pasquale Trozzolo

Pasquale Trozzolo is founder and chief executive officer of Trozzolo Communications Group.

With more than 35 years of marketing communications experience, Pasquale is the architect of numerous successful marketing campaigns. He has worked closely with CEO's and marketing officers of organizations such as Kauffman Foundation, Buffalo Funds, H&R Block and Sprint Center. From rollout to rollup, his work has been recognized with awards from groups such as the Business Marketing Association, Public Relations Society of America, Healthcare Marketing Association and Council on Philanthropy. Pasquale is a frequent speaker on branding, loyalty marketing and entrepreneurship.

As a Chicago teenager, Pasquale began his marketing career as editor and publisher of a teen magazine. Following graduation from high school, Pasquale moved to Kansas City to attend Rockhurst College. Always attracted to the complexities of politics, he spent several years advising candidates, and running political campaigns for candidates including Kit Bond and Jack Danforth. He served for two years as assistant director of elections for the Kansas City Board of Election Commissioners.

In 1977 Pasquale joined the corporate marketing world and for 12 years advanced sales and marketing for Business Mens Assurance Corp., a publicly traded, Kansas City-based corporation. After attaining the position of executive vice president, Pasquale answered the call of entrepreneurship and formed Trozzolo Communications Group in 1989.

Trozzolo Communications has grown in reputation and size, and today is recognized as one of the most accomplished independent marketing communications and public relations agencies in the Midwest. In 2001, the Greater Kansas City Chamber of Commerce tapped Trozzolo as a Top Ten Small Business of the year. The agency consistently ranks as one of the fastest growing companies in Kansas City and is regularly recognized for its work both professionally and civically.

In January of 2003 Trozzolo merged with Blades & Associates, one of the leading PR firms in Kansas City, and in 2007 purchased CNI Advertising. In April of 2008 Trozzolo acquired Prairie Dog, a national healthcare marketing agency. In September of 2008 Trozzolo acquired Corporate Communications Group, the largest public relations firm in Kansas. The combined firms, with a staff of 50, occupy five floors in the historic Carnival Building in downtown Kansas City.

His civic accomplishments are no less impressive. He served six years, including two terms as president of the Kansas City chapter of the Juvenile Diabetes Research Foundation, and in 2003, served as co-chair of the Greater Kansas City Chamber of Commerce Small Business Celebration. He is a member of the board of directors for the Kansas City Chapter of the American Red Cross, currently serving as vice chair. He is also a board member of St. Teresa's Academy, a Catholic, independent, college-preparatory high school. Additionally Pasquale is a national board member of American Humanics, which has academic programs in place at nearly 70 universities nationwide. He served as a member of the campaign cabinet leadership for the United Way of Greater Kansas City. He is also an active amateur racing car driver and has successfully competed in national championship road racing events.