



& A S S O C I A T E S



**Deborah Schwartz Griffin**

404.630.5535    

The Creative  
Connector<sup>SM</sup>

Connecting  
People to People  
and Ideas to Results.

## How Connected Are You?

**Deborah Schwartz Griffin, The Creative Connector<sup>SM</sup>** has over 25 years of successful business development, sales, marketing and media expertise. Under her leadership, the team at DSG & Associates starts with a Discovery to:

**Uncover** your key priorities and needs

**Define** your unique selling proposition and target market and how both impact and benefit your organization today

**Implement** strategies and tactics to further your vision, mission and strategic objectives and design a SMART action plan (Specific, Measurable, Attainable, Relevant, Time-Bound)

### Through a customized proposal, DSG & Associates will outline how to:

**Increase** sales and profits through new and incremental business and client development generating a measurable ROI

**Assist** you in implementing tactical plans designed to achieve your short and long-term objectives

**Build and Enhance** your personal and professional brand through strategic alliances, marketing and promotional strategies that showcase your skill, product or service

### The Value We Bring

**DSG & Associates offers a service portfolio that helps you get connected through:**

*Strategic Business Development*

*Relationship Marketing*

*Consultative Selling*

*Building Partnerships & Alliances*

*Helping and Serving Others*

# Connecting People to People and Ideas to Results

Looking for new business and emerging market opportunities? Reaching for that next “tipping point” of business success? Want your company name to become synonymous within your industry? Success! It’s not just knowing people that makes one a “creative connector” it’s what you do with what you know that makes you a “master” at it.

*“Deborah Schwartz Griffin and I have had the pleasure of working together since December, 2014, when she was hired by our company to help with business development in the Atlanta, GA area. We were in strong need of a hands-on, process-oriented individual to help network and make introductions. Deborah turned out to be just the person we needed. She implemented sales and networking procedures that significantly strengthened our overall presence in the Atlanta market. She works hard and demands significant performance from her peers, and will spend the time necessary to ensure that the proper message is communicated. Deborah is a great motivator and mentor. The employees in our organization were always inspired and prepared to meet new challenges because of her motivation and style. Deborah is a natural born leader. She is confident and decisive.”*



**Dr. Gale Robert Hall**  
**CEO / President**

**creative  
approach**  
DESIGN. PRINT. INNOVATE.

*“Deborah Schwartz Griffin and I first met through her work at the Georgia Restaurant Association – 2004 through 2010 – in my capacity as GRA Board Director, then Chairman of the Board, then Chair Emeritus. I also know her through my role as Managing Director at Affairs to Remember Caterers. Always hard-working, passionate, dedicated, honest, strategic and tactical when needed, she has offered solid advice and counsel to ensure that our needs were exceeded and our dollars spent wisely. She has cared greatly for us as her client and is always looking out for our best interests, both professionally and personally, which is the ultimate sign of a great marketer and connector. Whatever client Deborah works for, whether as a full-time employee or as a consultant, she will make the experience seamless and provide a rare degree of loyalty to both the client and their customer. I heartily recommend her services.”*



**Patrick Cuccaro**  
**Managing Director**

**AFFAIRSTOREMEMBER**  
CATERERS

*“I have known Deborah Schwartz Griffin for over 15 years. We met when serving on two non-profit boards together. Until this year, I did not have a business relationship with her, but through our board experience, always found her to be honest, tireless and committed to everything that she touched. During 2015, I had the opportunity to work directly with her through her relationship with Creative Approach. She and her Creative Approach team listened to our issues and sought understanding of our mission and values to be able to help us with our collateral and printing needs. Deborah, personally, went above and beyond in taking care of Porter Keadle Moore. She delivered business cards, introduced us to many of her business contacts and continually looked for ideas to help us succeed. I would, without reservation, recommend her as an energetic, strategic resource for organizations seeking to enhance their business development and market place branding.”*



**Deborah J. Sessions**  
**Partner / Chief Operating Officer**

**PKM** Porter  
Keadle  
Moore  
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