

MICHAEL GRAY

American Indian/Native Alaskan Communications Director

RELEVANT EXPERIENCE

American Indian/Alaska Native Marketing, Research, Media	Client Relations
Government Contracts	Strategic Planning
	Creative Development

RELEVANT ACCOMPLISHMENTS

Leadership/ American Indian Communities	Michael manages a full service-advertising agency, specializing in American Indian Communications with locations in Billings, Montana and Albuquerque, New Mexico. Michael oversees the management, creative development, budgets, research, media and relationships of all accounts such as: Eastern Band of Cherokee Tourism, National Museum of American Indian, Laguna Pueblo, Census 2000, Youth Smoking Prevention Campaign, Partnership for Drug-Free America, American Indian College Fund, Office of National Drug Control Policy, MADD, Con Alma Health Foundation, Native American Public Telecommunications, Tribal College Journal, Portland Indian Health Board, National Indian Housing Council, Michigan Inter-Tribal, Indian Health Service, BIA-Law Enforcement, Center For Disease Control – VERB, California Indian Health Board, Office of Indian Education, Small Business Administration Office of Native American Affairs, Interior Department Office of Special Trustee, Santa Ana Pueblo, Turtle Mountain Community College, American Indian for Opportunity.
Integrated Communications	Michael's experience with government accounts as a team member include Census 2000, Center for Disease Control and Office of National Drug Control Policy. With these projects, Michael's team worked as a sub-contractor to the General market prime contractor. Michael's team produced American Indian/Alaska Native specific communications against a single strategy developed by all involved.
Strategic Planning	Michaels foresight in American Indian/Alaska Native marketing lead to the creation of the first Full-service American Indian Ad Agency – G&G. Development of the first and only American Indian/Alaska Native DMA list. Conducted over a hundred qualitative and quantitative focus groups throughout "Indian Country" both on-reservations and off-reservations.
Awards	Numerous Regional/Local American Advertising Federation Awards, David Ogilvy Research Award, National Gold Effie Award for Effective Marketing.

Boards

Albuquerque Arts Board Member, World Studio Foundation Board Member, New Mexico Holocaust Museum Board, Laguna Educational Foundation Board, Albuquerque Downtown Property Owners Board. Downtown Billings Property Owners, Boulder-Arrowhead Little League Board. Montana Indian Business Association.

EDUCATION

Bachelor of Science, Advertising, Oregon State University, 1990