

The Mind Behind The Mission

I have always been entrepreneurial. Always.

Every kid dreams of what they are going to be when they grow up; my dreams were all entrepreneurial. Whatever it was -- pilot, architect, ice cream shop owner, whatever -- the business was going to be *mine*.

I'm hard-wired that way. I couldn't shake it if I wanted to (and I don't want to).

When I was in college, I was drawn to the Marketing Management major. But unlike most, who would follow this major with a career in sales or hospitality or operations or management, I fell in love with true *marketing* -- the field, the discipline, the strategic and creative sides both.

I fell in love with the craft itself.

There wasn't an elective I didn't take or a side of marketing I didn't dive into. I found what I loved, and this was going to be my trade.

After graduating and interviewing at advertising agencies, my entrepreneurial side kicked in. I looked over one agency's list of services and realized, *I can do most of this myself!*

And I could, so I did. And now I'm living the dream.

Over ten years later, I'm pretty pleased with what I've built, who I've served, and what the results have been.

So if you're not in business just to "make a living" or "make ends meet," we need to talk. If you're ready to accomplish something and do some serious competing, then let's get busy.



Greg Zirkle, Fox Marketing Group

Getting Personal

On his own time, **Greg Zirkle** is . . .

- a proud husband and father of three
- a certified grillmaster and BBQ fanatic
- a serial carwasher
- a washed-up former would-be athlete
- an avowed capitalist

Nicole Zirkle teaches art at an elementary school, performs rigorous "quality control" on all Fox Marketing Group projects, and contributes on design projects, naming projects, merchandising strategies, and so on.

Matthew, 10, is an avid bicyclist, and plays baseball, basketball and golf. He talks a pretty good game of football too. Future career in engineering or architecture.

Kelsey, 8, is the sweetest girl on the planet (when she wants to be). She's an accomplished little artist, and plays tennis, golf and basketball. Future career as a princess, or at Daddy's side doing design work.

Ty, 5, is a pint-sized go-getter. His idol is Dwight Freeney of the Indianapolis Colts. As a result, he can frequently be seen tackling his older brother and sister, and occasionally complete strangers. Future career as a game show host or stand-up comic.

Fox Marketing Group makes ample use of the skills and experience of: Rich, Leasa, Sharon, Robin, John, Charles, Mike and Scott (printing); Bob, Will and Rochelle (signage); Allan, Carey, Derek and Nellie (web); and several others who put the "group" in Fox Marketing Group. When you hire FMG, the whole team is yours!