



THE GROWTH ENGINE™ CO.  
...an Innovation Agency

**The Growth Engine Company** is a new kind of agency, dedicated to partnering with companies to achieve a continuous stream of innovation successes. The Company's goal is to lead client companies to new places by fostering growth and increasing profitability. This is accomplished by realizing the creative potential of an organization through its people and their ideas.

Growth Engine's business focus is on new product / new service creation as well as innovative marketing solutions for our clients on a long-term partnership basis. This relationship helps accelerate innovation within a company because Growth Engine can: quickly develop an in-depth understanding of the brand/business, provide the staying power and objectivity to push through internal roadblocks, provide focus and continuity, demonstrate greater responsibility and ownership/accountability, and promote a continuous cross-fertilization of ideas.

As a prelude to an innovation agency relationship, Growth Engine will take on shorter, three-to-six month client assignments which include consumer insight development, focused ideation, and consumer validation phases. Recent assignments include: creation of award-winning new product and merchandising concepts for Craftsman tools, line extension / new product developments for Wyeth OTC brands, new products and innovative trade/consumer strategies for Thomas' English Muffins, and the dissemination and implementation of a new strategy for IBM's Integrated Supply Chain Division.



The Company was founded by Bryan Mattimore and Gary Fraser. The combination of Bryan's skill as an industry-leading ideator, facilitator, author, speaker, and inventor of applied/focused ideation techniques, and Gary's 20 year experience as an innovative, award-winning, consumer products marketer creates a unique, dynamic team capable of working with companies to develop exciting, new areas for growth.

*The Growth Engine™ Company ...*

*Driving growth through creative exploration*