

GREG CRUTCHER

CAREER BIOGRAPHY

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Greg Crutcher is an award winning media and marketing professional whose wide-ranging career has one indelible constant: excellence. From film and television productions to buttoned-down corporate communication management his creative strategies and robust community engagement have earned him the respect of his peers and numerous awards in his industry.

For the past decade Crutcher has managed the public face of a large Sprint customer care center in Rio Rancho, NM interfacing with the public and the media in establishing the company's reputation as a leading corporate citizen and a partner in growth in a city recognized for its vision and rapid economic development. In an initiative he led, the Sprint customer care center was named one of the Best Places to Work in New Mexico by Albuquerque Business First in December 2013

His community relations leadership at the center has included securing foundation grants to local public schools; programming employee volunteer events, fundraising for respected local charities, and wide community engagement at many levels.

While at Sprint Crutcher received CEO-level recognition for his "Elevator Speech" promoting company innovation and was named a member of Crown Club, the highest honor bestowed on associates in his division.

A rich and varied background in film and television also adds depth to Crutcher's communications credentials as producer, director, writer and talent. Over a nearly twenty year career in Nashville he created award-winning music videos; commercials; TV series and specials and video marketing campaigns. His accolades include a Dove Award from the Gospel Music Association for Music Video of the Year. Two of his long form commercial music videos were certified gold by the Recording Industry Association of America for sales of more than \$1,000,000 apiece.

Crutcher's professional life also includes stints in front of the camera as a respected television journalist at local television stations across the country. In Kansas and Missouri, he honed his craft as weatherman, weekend anchor and producer. In Columbia, South Carolina his unique Carolina Traveler series won him a devoted audience and regional awards for reporting and television production. Raised on the Kansas plains, the son of a rancher, he was educated at New York's Columbia University.