



Robert Gatewood, MBA

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Before starting his own company, Robert Gatewood worked in corporate America for over 20 years. He received his first business management position at Grand Union Supermarkets where he became a regional grocery buyer at the age of 22.

Gatewood was part of the start-up team that launched Tele-Grocery, one of the 1st home-delivery and online supermarkets in the country. In six years he rose to the rank of president.

Gatewood served as Sr. VP of Marketing at Diet-to-Go where he created the company's slogan and built the company's first e-commerce website. He also served as a workforce consultant for the National Urban League, headquartered in New York.

Gatewood is currently president of Gatewood Marketing, a full-service advertising, marketing, franchising and web agency. In this capacity he helps businesses and individuals develop, grow and succeed. He also produces and hosts the Marketing Pulpit Radio Show, which broadcasts each Friday at 10:30am on Radio-One's WOL-AM.

Gatewood is an adjunct professor at Prince George's Community College where he lectures on marketing, workforce development, website strategy, and social media marketing.

Gatewood's well-renowned workshop, "Why Most Advertising Doesn't Work," has become a must-attend for new business owners, and it is an available video on Amazon.com

Gatewood is a popular inspirational speaker who focuses on topics of personal economic responsibility, bridging the communication divide, and business development. He has spoken before audiences at the National Urban League Annual Conference, the Bethune Dubois Institute, The Center for Minority Business Development, the Order of the Eastern Star and other groups.

Gatewood is author of two popular books, "Smarter than the Boss," and "Played in Full."

Gatewood is a staunch advocate for attaining livable wages for workers, building economic empowerment through successful business ownership, and sustaining business viability through exceptional customer service.

Experience

Business Development and Marketing Consultant at Gatewood Marketing

January 2001 - Present

Provides professional business services that include advertising, business development, media buying, social media strategy, franchise consultation and web development.

Adjunct Professor - Marketing at Prince George's College

1998 - Present

Serves as an adjunct professor in several marketing-related topics including: Marketing Strategies, Website Ownership for Businesses, Selling Techniques, Social Media, Advertising, and Business Development.

Radio Personality at Radio-One - The Marketing Pulpit

April 2010 - Present

Hosts the Marketing Pulpit Radio Show which has as its mission the building strong businesses in the community and putting people to work.

Workforce Development Consultant at National Urban League

October 2010 - September 2012

- Provided business strategy for the Mature Worker Program
- Assisted the affiliates improve their hiring strategies by providing training, motivation, interpreting hiring data and more
- Assisted in implementing effective hiring programs by providing outreach services to employers.

Co-Owner at Diet-to-Go

January 1995 - July 2008

- Served in various management capacities including, Sales Manager, Marketing Director, and Sr. VP of Marketing and Business Development
- Directed the company's marketing efforts through 13 successive years of sales increases (never experienced a year of sales decline)
- Setup company's first e-commerce online ordering system
- Setup company's lucrative online affiliate program
- Created company's trademarked slogan, "We'll Cook the Food, You'll Lose the Weight"
- Produced many of the company's TV, radio and print media campaigns
- Created branding and signage for company's fleet of delivery vehicles
- Created company's internal MarCom program

President at TeleGrocery Home Delivery Supermarket

March 1987 - October 1993

Was member of start-up team to develop one of the first home delivery supermarkets in the country. Was responsible for marketing, business development, technology, sales, administration, and accounting.

Education

MBA – Strayer University

BA, Political Science – Livingstone College

Honors and Awards

- Who's Who Among Colleges and Universities
- Magna Cum Laude