

TOM HAYES

th@necq.net

Professional Career

- Managing Partner & Principal, New England Consulting Group
- Director, Publicis Healthcare
- EVP, TSN Consultancy
- CEO, COPACO Brands
- EVP, Wells Rich Greene
- SVP, William Esty Co.
- Account Executive, JWT
- Ind. Sales./Design Rep., Olin
- MBA, The Wharton School University of Pennsylvania
- BS Engineering, North Carolina State

Corporate Clients



Personal Interests

- Guinness Book of Records – First person to ever ski all seven (7) Continents (Twice)
- Whitewatered the Colorado, Green, Howzakawa, Kenai, Roaring Fork, Shotover, Yampa, Zambesi, etc.
- Author of the successful book, "Maverick Marketing . . . Trailride into the Wild West of New Marketing"
- Creator of "Witness to Survival" TV series aired worldwide (52 episodes)
- Three combat tours of military duty

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