

HARRY GROOME

BRAND STRATEGY | MARKETING | BUSINESS BUILDING

Brooklyn, NY | harry.groome@gmail.com | harrygroome.biz
[linkedin.com/in/harrygroome](https://www.linkedin.com/in/harrygroome) | Open to full-time and fractional roles

PROFILE

Brand leader and business builder combining creative thinking with hands-on execution across consumer products, cannabis, sports, hospitality and digital experiences. Founded Melt (www.meltcubes.com), led mobile loyalty marketing and helped build EA SPORTS into a leading global brand. Connects strategy, product development, sales and operations to bring ideas to market.

CORE EXPERTISE

Brand Strategy & Positioning | Integrated Marketing | Go-to-Market & Product Launches | Business Development | Retail, Wholesale & DTC | Digital Experiences | Hospitality Marketing | P&L & Operations

EXPERIENCE

MELT / HIGHDRATION KITCHEN

Founder & Managing Director | 2020–Present

- Built and operated a THC-infused ice cube business, leading product development, brand identity, packaging, manufacturing, distribution, sales and marketing.
- Developed go-to-market programs across retail, on-premise and DTC channels; worked with buyers and distributors on product education, distribution and sell-through.
- Owned P&L, pricing and margins; built co-packing, supply chain, fulfillment and e-commerce infrastructure. Reorganized and reformulated the business for hemp-derived products.

AUGMENTED REWARDS

Chief Marketing Officer

- Led positioning, growth and go-to-market strategy for mobile loyalty and customer engagement platforms. Clients included TIAA, Corning Gorilla Glass, Compass and Lansdowne Pub.
- Oversaw UX and content management across iOS, Android and web, connecting digital experiences with retail and hospitality brands.

SAFEST PLACES

Program Director

- Built national school safety programs and crisis-response protocols; led an anonymous reporting platform connecting schools, law enforcement and counselors.

MOJO MARKETING

Creative Director

- Led B2B and consumer brand strategy for Toshiba, De Beers, Warner Bros. and Turner Sports; developed launch and growth programs for multi-location hospitality brands.

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Founding Partner

- Helped launch and position EA SPORTS; supported worldwide FIFA marketing and localized European brand programs through the agency's London expansion.
- Owned agency strategy, P&L and business development; grew billings from approximately \$300,000 to \$3 million.

CURRENT PROJECTS

Independent voice-led apps and AI demos for brands, hospitality and live experiences.

EDUCATION

Hamilton College | BA, Government