
Robert E. Nyman

Vice President

Bob brings to Livingston Marketing & Communications extensive experience in marketing and planning, as well as a broad understanding of many technology fields and the construction and building products industries. He serves a strategic role as a vice president of Livingston Marketing by creating vision for the organization, guiding client communications efforts, and developing major new business through personal reputation and extensive networking.

Prior to joining Livingston Marketing & Communications, Bob was Vice President for Sales and Marketing at Crystal Window & Door Systems and directed all market strategy and development, sales and account management operations for the fast-growing corporation. He developed the company's first strategic marketing and sales business plan, and launched a comprehensive publicity and media relations program aimed at increasing brand recognition. The successful campaign, continued under contract with Livingston Marketing & Communications, has enhanced Crystal's brand and corporate image significantly in a remarkably cost-effective manner. Overall, as a result of Bob's efforts, Crystal has received nearly \$3 million in equivalent publicity value and corporate sales tripled in ten years.

Prior to Crystal, Bob was with Keyspan Energy for 18 years, during which time he held a wide variety of positions in the company's Construction, Customer Service, R&D, Sales, and Marketing areas. As R&D Director of gas utilization technologies, Bob gained valuable experience in many emerging technical fields. Bob was the manager of Keyspan Energy's government and natural gas vehicle (NGV) markets, expanding each of these markets significantly.

Bob has presented and chaired panels at numerous national and international conferences, and he provides industry analysis, expert articles and commentary for trade publications and organizations. Bob's practical hands-on experience with construction techniques and projects through family business and in early professional positions has provided a valuable foundation for his marketing communications and consulting expertise.



Consulting Services

- Strategic Planning
- Public Relations
- Branding
- Communications Planning
- Advertising
- Sales Literature
- Product Launches
- Internet Presence
- Government Relations Strategies
- Issues Management

Education

MBA, Business Economics
Pace University, New York, NY

BE, Civil Engineering
Cooper Union, New York, NY

Professional Affiliations

- American Architectural Manufacturers Assoc. (AAMA)
- American Society of Civil Engineers (ASCE)
- Glass Association of North America (GANA)
- New Jersey Business & Industry Association
- New York Building Congress
- Northeast Window & Door Association (NWDA)