



Brett C McCarty
Founder

With over twenty years of marketing experience in diverse package goods, entertainment, and service product categories, Brett McCarty founded Big Rocks A Marketing Cooperative in 2000. In addition to benefiting from Brett's extensive experience and insight, Big Rocks clients can also draw on her network of other recognized marketing experts—depending upon the mandate. Appreciated for innovative “audience-centric” promotion marketing based on a thorough understanding of consumer and trade, internal and external target segments, her clients value her as “everything a client could ask for in a marketing professional.”

Before founding Big Rocks, Brett's extensive experience included nine+ years at Showtime Networks Inc. where, as Marketing VP, she led promotional marketing activities for all channels, headed marketing for Sundance Channel, and launched Showtime Extreme in Spain. Brett's professional experience also includes field and corporate responsibilities in agency, client and retail environments.

Brett has been recognized by the marketing community, and has won prestigious awards such as: the Reggie (promotion marketing), CTAM (cable marketing), and Benny (direct marketing). She also has been credited for her contributions on a compilation music CD (*Rebel Highway*), a series of financial services CD-ROMs, and as designer of a series of children's books created for 6-12 year old readers (*Planet of the Dogs*® volumes 1-3). She is also a frequent guest lecturer at the Fordham Graduate School of Business in New York.

When not busy helping clients, or helming the growth of Big Rocks A Marketing Cooperative, Brett is devoted to her sons, Cole and Nash, and husband Tim. She lives with her family and two dogs in Marblehead MA, where she is an active volunteer in the community and on the Board of the Friends of Marblehead Public Schools.