



Professional Profile: Geoffrey Cook, 2014

August 11, 2014 - Upstate New York

Name: Geoffrey Cook

Title: Marketing Director

Company: TAYLOR - The Builders

Location: 2580 Baird Rd., Penfield N.Y.

Birthplace: Greece, N.Y.

Education: St. John Fisher College - Sports Management/Communications

First job outside of construction: Snack bar attendant at ESL Sports Center (ice hockey arena)

First job in construction: Marketing Coordinator with TAYLOR - The Builders

What do you do now and what are you planning for the future? As Marketing Director for TAYLOR - The Builders; a leading regional commercial, industrial, and multifamily General Contractor in Upstate N.Y.; I formulate, direct and coordinate all marketing, public relations, communications, and business development activities. I look forward to continuing my growth in the construction field, and growing the TAYLOR brand into new markets.

How do you unwind from a busy day in Construction? Spending quality time with my beautiful wife and 20 month old daughter (tea party, dancing, singing, puzzles, dress-up...everything you should take advantage of before they want nothing to do with you!)

Favorite book or author: "Good to Great" - Jim Collins

Favorite movie: "The Shawshank Redemption"

Last song you downloaded? "We are the Dinosaurs" - The Laurie Berkner Band (Having a 20 month old changes everything!)

One word to describe your work environment: Unconventional

Rules to live by in business: You only get out of it what you put into it.

If you could invite one person to dinner (living or dead) who would it be and where would you go?

My deceased grandfather... I would introduce him to my wife and daughter while enjoying a day at a park or beach.

What is your dream job? General Manager of a professional sports franchise