



2025 Sage Award for Mentoring



David Grossman, APR, Fellow PRSA

Founder & CEO of The Grossman Group
College of Fellows Class of 2007

“David doesn’t just mentor. He multiplies impact.”

“David is a true believer in the ‘pay it forward’ philosophy of great PR leaders.”

“David exemplifies what it means to lead with purpose, empathy, and authenticity...it’s about understanding people deeply and leading with heart.”

David Grossman, APR, Fellow PRSA is the 2025 recipient of the PRSA College of Fellows Sage Award for Mentoring, which honors a member of the College who has demonstrated a significant impact on the profession through mentoring and personal support of public relations professionals and Public Relations Student Society of America members.

As president and principal of his consultancy, he has earned a renowned reputation for helping organizations lead with clarity, authenticity, and heart. His expertise in internal communications and leadership makes him a sought-after counselor for Fortune 500 companies, government agencies and non-profits.

For more than 25 years, David has also been a dedicated mentor, guiding people at all levels during pivotal moments in their careers. He listens deeply, offering radical candor, and helps individuals discover and embrace their unique potential. Through one-on-one relationships, structured programs, and spontaneous conversations, he provides valued encouragement, accountability, and actionable advice that create lasting impact.

He is a frequent speaker and champion at PRSSA national and chapter events, connecting with students on leading with empathy and purpose. His “Great Giveback Giveaway” has donated more than 20,000 copies of his books, Heart First and Heart First for Emerging Leaders, to students, educators, and professionals, multiplying his mentoring reach.

David’s generosity also includes tangible support, from sponsoring scholarships and student travel to funding PRSSA initiatives.

Inducted into the PRSA College of Fellows in 2007, he is a trustee of the Institute for Public Relations, board member of the Plank Center, and leader within Communication Leaders of Chicago. David’s influence is extensive and often has immediate effectiveness. He consistently lends his voice, resources, and expertise to strengthen the public relations field and elevate future leaders.

David’s legacy of mentoring and leadership exemplifies the true spirit of the Sage Award. His career is proof that leading with heart is not only effective — it is transformative.

Congratulations, David, on this well-deserved honor!