

Outstanding Leader: Mark DeMoss

Mark DeMoss is president of The DeMoss Group, Inc., an Atlanta-based full-service public relations firm he founded in 1991. The DeMoss Group is the largest public relations firm in the country representing Christian organizations and causes exclusively.

With 24 years of experience in public relations, DeMoss leads his agency providing public relations counsel, media relations, communications, marketing, advertising, and crisis communications services. In 2005 and 2006, The DeMoss Group was named America's "Best Christian Workplace" for companies its size, by *Christianity Today* Magazine and the Christian Management Association.

Mark is the author of *The Little Red Book of Wisdom*, published by Thomas Nelson in March 2007. The book, which addresses wisdom for our professional and personal lives, is in its fourth printing.

DeMoss was born and raised outside Philadelphia, PA, and graduated from Liberty University, Lynchburg, VA, with a degree in Political Science. He and his wife April have three children, ages 18, 16, and 15.

What do you consider to be your greatest accomplishment at your organization?

Our client roster and our staff. We have been in business for 17 years and have had three clients for 16 of those years. We have worked with numerous other clients for 5-10 years. We have built a company and culture which attracts and retains talented people. Virtually everyone on our staff is "better-educated" than me and many had more experience in our field than I did when I started the firm. I am most proud of them.

What do you believe is the key to success?

Humanly speaking, maintaining focus has been a major key to whatever success we've enjoyed. For 17 years we have said we do one thing--public relations, and we do it for one customer--Christian organizations and causes. While many professional services firms present themselves as "one-stop shops," we are clear about what we *don't* do: we don't consult in fundraising, we don't do direct mail, telemarketing, video production, media time-buying, and any number of other important services. Consequently, we turn down many good opportunities, but opportunities which lie outside our pre-determined area of expertise and our desired niche.

What advice would you give the leaders of other Christian organizations?

I would strongly encourage a diligent institutional focus. If you are in education, stick to education and do it better than anyone else. If you are an evangelism ministry, do evangelism. If a student ministry, be content to reach students and do it better each year. This is the beauty of the body of Christ; He gave us each special gifts and



callings; yet in my view, many seem discontent to stay focused on their giftedness and calling. There are many wonderful examples of ministries which have maintained their focus and original calling, and others which have not. While this may sound "spiritually incorrect," I am not trying to "change the world;" I am trying to have the greatest impact with the people I believe I am called to counsel, advise, and support in the area of effective communications. I am quite content with that.