

About Us

The Simmons Group was founded in 1990 by Scot Simmons, a multi-faceted master communicator and creative thinker with an extensive background in writing, branding, advertising and public relations – on both the corporate and agency sides. Harnessing the inestimable power of the written word to the betterment of its clients, The Simmons Group now also publishes Connections -- an online forum for ideas, insights, and information -- and continues to explore dynamic branding opportunities in this profoundly exciting, rapidly changing world of ours.

Published author, award-winning senior copywriter, veteran public relations practitioner and credentialed educator, CEO Scot Simmons has written and wrangled clear, concise copy connections for a list of top clients that includes Spectrum Brands, Redken NYC, Marineland-Aquaria, Financial Diligence Partners, Dairy Queen International, Space Maintainers Laboratories, 24-hr Fitness, Mobil, Prudential, Blue Cross of California, The Appliance Therapy Group, United Pet Group, Design Center South, Kinamed Bio-Engineering, and The Elelevision Network.

Prior to becoming an independent writer and consultant, Scot served as Senior Writer and Public Relations Manager for Marineland-Aquaria Inc. – a Spectrum Company and \$150 million manufacturer of consumer aquarium systems and accessories, commercial live seafood aquariums, aquatic retail display systems, scientific research systems, interactive avian toys and accessories. Helping to refine and define it’s corporate mission and communication strategies, he significantly increased company visibility, trade credibility and consumer product awareness by implementing a multi-faceted PR program; creating and managing an employee newsletter and external client newsletter; revising the company’s extensive library of consumer product instruction manuals and commercial systems operations manuals; and co-orchestrating the creation of the corporate web site.

As Senior Writer for Redken Laboratories, Inc. Scot worked on a number of projects including consumer and trade ads, product and corporate brochures, feature articles, the company trade magazine (Channels) and internal employee newsletter, direct response letters, annual and quarterly reports, package/product displays. He also wrote and co-produced a library of audio/visual educational and promotional scripts (infomercials, radio promotions, selling technique videos, audio tapes, trade show multi-media), receiving a Bronze Award at the 1987 New York International Film and TV Festival for his work on the multi-media production, VISIONS '87 .

Early professional years were devoted to the teaching profession. As an English teacher and athletics coach, Scot amassed a wealth of grass roots experience and expertise in the disciplines of success training, mentoring excellence, motivational systems, and goal achievement.

The most recent addition to The Simmons Group, Jeff Law easily posts the most impressive list of design credentials – with over 20 years professional experience designing & illustrating high profile projects for high-end advertising agencies, design studios, TV, movies, commercials and special events.

Jeff worked as a designer/illustrator for 13 years in his native country of Wales, UK, before moving to the US in 1995 to work as a graphic designer at Universal Studios, Hollywood. In 1996, he began an 11-year tenure at The Walt Disney Studios, where he designed and illustrated for TV shows, e.g. Home Improvement, Boy Meets World, Ellen, 8 Simple Rules and My Wife & Kids, and movies – among them Deep Impact, The Santa Clause, Armageddon, Spiderman II, Pirates of The Caribbean and National Treasure.

Having left Disney in 2007 to found Pelican Junction -- his own design & illustration company -- Jeff continues today as a design consultant for The Simmons Group, Malibu Signs & Graphics and, of course, Disney, lending his considerable expertise to the creation of peerless logos, illustrations and graphics as well as award-winning publicity materials for gala Los Angeles events like The Feria Del Libro, The Stars for the Arts Concert, and The Festival De La Gente.

Kristyn Whittenton is a Senior Graphic Designer and Artistic Consultant to The Simmons Group. The designer of our own Simmons Group logo, Kristyn specializes in packaging, ads, brochures, sticker, logo and manual design. Since the turn of the century, she has been applying her considerable talents to a long list of local and national client projects, among them Marineland-Aquaria, Hispanic Business Magazine, Coast Magazine, Who's Brownies, The Frank Maguire Company, NOW Enterprises, Tri-Sports Massage, Nova Development, and The United Pet Group.

A veteran Graphic Designer, Production Artist, Print Broker, Signage specialist, and CEO of his own flourishing company -- Malibu Signs and Graphics -- Rad Bosselman is a Senior Design Consultant with The Simmons Group. His long list of deliverables includes all print graphics and offset printing (flyers, business cards, brochures, labels, et.al); permanent and temporary sign production -- vinyl banners, magnets, vehicle graphics, cut wood, vinyl, plexiglass, metal, foam, plastic signs, etched glass and stone; tradeshow booths; and installation of all previously mentioned signage. Experienced on both the corporate and agency side, Rad has engineered the look and helped ensure the business longevity of clients throughout California. His design and print graphics credits include high-end accounts such as Pepsi, Honda, Gallo, Mazda, Nestle, Denny's, Sea World, and IBM. High profile local clients: Calamigos Ranch/Malibu Conference Center, Malibu's famous Paradise Cove Beach Café, AmGen Pharmaceuticals, and Marineland-Aquaria.

Vinh Bui is an accomplished artist, webmaster and web design consultant who has helped The Simmons Group break into the world of internet and worldwide web branding. A graduate of Pasadena's Art Center College of Design with a Masters Degree in Fine Arts, he has been the driving imaginative and technical force behind the web success of a host of high-end companies and small to medium sized businesses -- among them Coaching For Results®, PSC

Products, Intermarket Design, Coola LLC, Soma Studio, Lita Albuquerque Studio, and of course, The Simmons Group. (