

## Market focus

Whiting man makes most of career on his own



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**WHITING** | After 20 years with the well-known advertising firm of Foote, Cone & Belding Communications, Mark Dominiak got a rather unusual present: a pink slip.

"I was a victim of downsizing," Dominiak said. "I then spent almost a year looking for another job. It's not easy to find a 20-year position downtown. I was one week away from starting my own business when I received a great job offer. But I decided I would rather be on my own, spending my time watching my kids grow up, instead of commuting."

So Dominiak started his consulting business, Insight Garden Inc., out of his Whiting home. Insight Garden is a media strategy consulting firm that specializes in services which include message context, consumer behavior research and insight, business growth philosophy, brainstorming, and more.

"As a media planner, I help clients decide where messages should be placed," Dominiak said. "That involves working with customers. There is a lot of consumer focus, asking consumers where they receive their messages."

While he worked with large firms in Chicago, small businesses can also benefit from those type of services, according to

Dominiak.

"I counsel clients on how to go to market," he said. "The big thing I can supply to small folks is how to talk to people in order to ring that register."

Dominiak received a degree in marketing from Ball State University. During his time with Foote, Cone & Belding, he led media strategy efforts for such clients as Kraft, Coors and Circuit City. He is also a bi-weekly columnist for Television Week Magazine's media planner column.

"Today's marketers are biased by left-brain, nonconsumer perspective," Dominiak said. "I bring the focus back to the end consumer. Local business owners have a huge ball of passion for what they do. They just need to know what to do next."

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