

# Gabriel, Roeder, Smith & Company (GRS)



Gabriel, Roeder, Smith & Company (GRS) is a national actuarial and benefits consulting company. An experienced advisor to the public sector, the company supports the long-term success of pension, OPEB, and health and welfare benefit plans.

Drawing on Cooksey's significant experience working with professional services clients and the public sector, GRS engaged Cooksey to enhance its online presence and product positioning. Services Cooksey provided included a website redesign that improved navigation for better conversions and site performance; organized content strategically; enhanced the site's design, photography and graphics; incorporated social media; and provided a content management system to make updating easier.

Cooksey also helped the company launch GRS Foresight, a comprehensive stress testing and solution-driven modeling tool for public sector retirement programs. This effort's deliverables included creating a logo and related branding, marketing collateral and a short-form video.

