

Mike Grimes

CHIEF MARKETING OFFICER

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Mike has spent the last two decades applying hands-on experience in content and digital strategy, channel planning, social content production, copywriting, and journalism to build resonant content and creative platforms for brands to better connect with their audiences.

He joined Grimes & Company as Chief Marketing Officer in 2025, with the objective of developing and scaling a best-in-class content and marketing program to equip advisors to address client needs and provide clients and prospects with financial confidence. Previously, Mike was the Editor-in-Chief at DraftKings, where he led the editorial strategy across DraftKingsNetwork.com and YouTube to further evolve DKN into an authoritative voice in the sports media landscape. Prior to that, Mike spent 9 years at Hill Holliday, a Boston advertising agency, overseeing its branded content department and working across clients including Dunkin Donuts, Bank of America, Liberty Mutual Insurance, John Hancock, Staples, Puma, and many more. Mike is a graduate of Brown University and earned a Master's degree in journalism from New York University.

Outside of the office, Mike enjoys going on day trips with his wife and three kids around Maine and the North Shore.

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