

Gary Szenderski

Partner/Owner at SZEN Marketing

Dana Point, CA, US

Marketing Solutionist/Author specializing in brands and organizations going through transition - market changes and new products etc.

Biography

Gary Szenderski (zen-der'-ski) is a branding specialist, internationally acclaimed as an expert on the subject. Mr. Szenderski frequently speaks and writes on the topic of emerging brands and companies in transition – Brand or line extensions, new product launches, market development, going public etc. He also conducts planning and marketing seminars for owners of large and small businesses facing expansion and other change related issues. In addition, Gary is a published author, often quoted marketing expert, and instructor at the University of California in Irvine, teaching marketing.

Gary was featured on the PBS TV show Between the Lines with Barry Kibrick discussing his new book the Book of Szen - Stories & Inspiration for a changing world.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Advertising/Marketing, Business Services, Consumer Goods, Management Consulting, Writing and Editing, Public Relations and Communications, Market Research, Corporate Leadership, Graphic Design

Areas of Expertise

Branding, Marketing Through Transition, Leadership in Difficult Times, Developing A Vision, Personal Branding, Creating Positive Change

Sample Talks

Got Change for a Ten

Ten steps organizations need to do to successfully manage transition for their brand and organization, e.g. new products, band or line extensions, new markets going public etc.

The Upside of Downtimes

What leaders can do to build team confidence and maximize success when business improves.

What You See is What You Get

The importance and process for developing a strong vision for your organization and its impact on the strategic planning and brand development process.

Event Appearances

Branding

GoMobile Solutions

Education

University of Toledo

Bachelor of Science Communications

University of California Irvine

Extension Program

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