



GERALD L. TAYLOR, GENERAL MANAGER

"Any successful company must be focused on the bottom line, but that focus must be based on effective measurement of its marketing spend for each discipline including public relations, to determine real ROI."

Jerry brings more than 30 years experience in publishing, advertising, public relations and consumer marketing. As a former publisher of *Harper's Bazaar*, *National Lampoon*, *Spy Magazine*, *Weight Watcher's Magazine*, and *The New York Doctor*, and hands-on owner of a successful marketing/promotion company, he provides insights from both the business and the creative sides. Jerry is committed to "no surprises" execution of inspiring branded creativity.

Additionally, Jerry's extensive consumer marketing experience in categories such as beauty, fashion, food and beverage is always driven with an eye on ROI for the client. When he is not at the office, he is at the movies or tending his prize roses in the country.

