



GARY ZARR

SENIOR STRATEGIC LEADER, ADVISOR AND COUNSELOR
GLOBAL COMMUNICATIONS • MARKETING & PUBLIC AFFAIRS EXECUTIVE
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EXECUTIVE SUMMARY

Gary Zarr is a senior strategic and transformational leader who has enhanced and elevated marketing and communications for cities, global corporations, companies, non-profits, and communities for over 30 years. Known for his experience, passion, creativity, and expertise in amplifying positive content to raise awareness among target audiences, Gary has amassed a significant record of significant achievement and impact in Business Development, Planning, and Crisis and Reputation Management. He is highly skilled in Digital and Experiential Promotions, Strategic Communications, Marketing and Advertising Campaigns, Community and Government Affairs, and Brand Development. Among the many clients he has served are the British Tourist Authority, the Nature Conservancy, the British Academy of Film & Television Arts (BAFTA), the Greater Miami Convention & Visitors Bureau, the Oxford Literary Festival, Wynwood Walls, the American Museum of Natural History, and the League of American Theaters and Producers.

A LEADER IN STRATEGIC PLANNING, MARKETING AND COMMUNICATIONS

Gary is the Founder and Principal of Gary Zarr & Associates. He has been the driving force behind many iconic events and campaigns, including promoting NYC worldwide in campaigns that launched what became ongoing promotions of “best of New York” business sectors, including Restaurant Week, Retail Week, “Broadway on Broadway” outdoor concerts, and the first outdoor New York City fashion shows in Central Park. He also managed the annual promotions of the iconic ball lowering on New Year’s Eve in Times Square, “Operation Welcome Home,” the largest ticket tape parade ever held in NYC, and the “Host Committee for the 50th Anniversary of the United Nations” at the UN, Lincoln Center, and the World Financial Center.

Providing white glove executive-level full-service to a diverse clientele, his calling card is the ability to successfully establish, articulate, and manage brands and strategically target stories and messages to key audiences worldwide to advance his clients' missions and objectives. He is renowned for developing and projecting compelling messages that raise awareness and revenue among target audiences and protect and restore brands related to the environment, finance, higher education, urban issues, social and economic justice, faith traditions, healthcare, entertainment, sports, and hospitality.

With decades of deep and varied experience, Gary develops custom solutions for select brands and infuses his work with drive, precision, creativity, and fresh thinking to support client goals. Executives and business leaders look to him for Senior Advice and Counsel, Strategic Communications, Marketing, Reputation and Crisis Management, Community and Government Affairs, Social Media Campaigns, Branding, and Event Marketing.

PROFESSIONAL EXPERIENCE

Gary was the Co-founder and Principal of Phil & Co., where he co-created, led, and grew a full-service agency offering senior advice and counsel, strategic planning, and fully aligned campaigns, including communications, business development, advertising, marketing, and social media. He was the EVP of Marketing & Communications for the National Basketball Association, where he served as a member of the senior business team and was responsible for US and international strategic marketing and communications, successfully promoting the launch of an independent league in China. Gary also served as SVP of Communications & Business Development for the American Museum of Natural History, reporting directly to the President.

Earlier roles include EVP & Assistant to the President at Rubenstein Associates, VP of Public Affairs at the Battery Park City Authority, and Chief of Public Information for the New York Department of Parks & Recreation.

Gary is a highly sought-after speaker and board member of foundations, academic and cultural institutions, and economic and social justice and healthcare organizations, including the Earl Monroe Renaissance Charter School, Bloomberg Philanthropies, the Municipal Art Society, New York University, NYC & Co. Foundation, Columbia University, and Stuyvesant High School.