

# **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.

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## **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.

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## **Availability**

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

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## **Industry Expertise**

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

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## **Areas of Expertise**

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

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## **Sample Talks**

### **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.

### **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.

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## **Event Appearances**

### **Branding**

GoMobile Solutions

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## **Education**

### **University of Toledo**

Bachelor of Science Communications

### **University of California Irvine**

Extension Program

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