

# Ira. M. Gostin, MBA, APR



**IRA IS AN ENTREPRENEUR**, marketer, influencer and communications strategist who specializes in guiding business enterprises to achieve sustainable growth. He currently works with CEO's and CMO's to tell the stories of their companies and maximize growth opportunities.

Ira's expertise has been honed creating and revitalizing brands, including the building from scratch of a \$4 billion publicly traded, multi-national company which included a \$400 million IPO and two multi-million dollar mergers. He is a 30-year business veteran and entrepreneur who has created and sold an agency, worked with some of the biggest brands in the world and has guided numerous companies in telling their story to their markets.

He began his career as a photojournalist at the Associated Press with newspaper stops in Los Angeles and New Jersey. Following his journalism career, he continued marketing and communications work with companies in the industrial, medical and hospitality fields. Ira also works with up and coming business leaders, entrepreneurs and students through mentoring and teaching.

He has a bachelor's degree from California State University, Long Beach, an MBA with an emphasis in marketing from the University of Phoenix, Reno, and is a graduate of the Executive Leadership Program at Columbia University. Ira has also attended executive education at New York University and the Colorado School of Mines.

Ira was named the Most Influential Marketing Executive in Nevada for 2018 by Acquisitions International and the top Chief Marketing Officer in the Western U.S. for 2017 by Corporate Vision Magazine.

## SPEAKING TOPICS

- Move the Needle – Lessons from a \$400 million IPO
- I'm an Entrepreneur. What's Your Superpower?
- Create Business Growth Through Fantastic Customer Service
- Grow Your Photography Business Through Marketing
- Engage Your Stakeholders to Increase Sales
- Nurture Your Personal Brand
- What Keeps You Up At Night? – Owning a Small Business (or Agency)
- Small Business Growth, Marketing and Success Seminar Series

*"Ira Gostin is the kind of speaker where you listen and aren't constantly checking your watch. He's a world-class marketer, communicator and strategist and truly loves sharing his passion for business. You'll laugh and you'll learn. What more could you ask for?"*

— PETER SHANKMAN, NEW YORK CITY

*"Ira Gostin is a high-caliber, engaging and entertaining speaker who knows how to connect with an audience and deliver real value. In fact, he's the kind of speaker you make sure to talk to after a session, because you enjoyed it so much."*

— GIGI WESTERMAN, APR, FELLOW PRSA, ARLINGTON, TEXAS

## MAJOR KEYNOTES

- PRSA Southwest District Conference
- Let's Talk: Small Business Success Lecture Series
- NCET Expo: Branding, Messaging & Small Business
- PRSA North Pacific District Conference
- PRSA Counselors Academy: What Keeps You Up at Night
- SmartMarketing: Touring seminar for photographers
- Lectures: University of Nevada, UCLA, University of Missouri
- ASMP & NPPA Programs
- PhotoWest Expo & PhotoExpo East
- Radio, Webinar & Podcast guest

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