

# GARY ELSNER

gary@garyelsner.com, www.garyelsner.com  
6111 Wedge Ct., Naples FL 34113  
+1.201.790.3228

---

- |   |                       |
|---|-----------------------|
| <b>Gary Elsner, Consultant</b><br>Consulting and expert witness services on matters involving<br>Fair Market Valuations, Licensing, Pricing and Industry<br>Business Practices              | <b>1998 – ongoing</b> |
| <b>American Society of Picture Professionals, Treasurer</b>   | <b>2011 – 2016</b>    |
| <b>Design Pics Inc., Consultant</b><br>Provide general consulting & Management services   | <b>2008 – 2016</b>    |
| <b>StockPhotoFinder.com, VP Sales &amp; Marketing</b><br>Recruited image providers, sold custom image search solutions  | <b>2004 – 2006</b>    |
| <b>Peter Arnold, Inc., General Manager</b><br>Developed sales and web marketing strategies<br>Negotiated preferred vendor distribution business relationships                               | <b>2003 – 2009</b>    |
| <b>SuperStock, Inc., Consultant, President and CEO</b><br>Re-engineered company operations and job roles<br>Established company objectives and operating standards                          | <b>1999 – 2001</b>    |
| <b>FPG International LLC, VP Sales &amp; Marketing ('88 – '98)</b><br>Developed marketing strategies and sales products<br>Supervised a staff of sixty-five sales executives and associates | <b>1979 – 1998</b>    |
| <b>Alpha Photo Associates, Inc., Sales Manager ('73 – '79)</b><br>Negotiated license agreements for key company accounts<br>Supervised sales and research staff                             | <b>1968 – 1979</b>    |
| <b>Freelance Photographers' Guild, Inc.</b><br>Provided research and sales support to company's clients   | <b>1963 – 1966</b>    |

## EDUCATION

Hunter College, NY, NY  
Marketing Management Program, Columbia University Graduate School

## PROFESSIONAL ORGANIZATIONS

American Society of Picture Professionals  
Digital Media Licensing Association

Please ask for References