

GARY ELSNER

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

- Gary Elsner, Consultant** **1998 – ongoing**
Valuation and Brokering image collections for sale or purchase
Consulting and Expert Witness services for attorneys
Licensing Consultations for commercial photographers
Business documents and licensing practices review
- American Society of Picture Professionals, Treasurer** **2011 – 2016**
- Design Pics Inc., VP Operations** **2008 – ongoing**
Managed global distribution selling agent network '08 – '16
Provide general consulting & management services
- StockPhotoFinder.com, Partner, VP Sales & Marketing** **2004 – 2006**
Recruited image providers, sold custom image search solutions
- Peter Arnold, Inc., General Manager** **2003 – 2009**
Developed sales and web marketing strategies
Negotiated preferred vendor distribution business relationships
- SuperStock, Inc., Consultant, President and CEO** **1999 – 2001**
Re-engineered company operations and job roles
Established company objectives and operating standards
- FPG International LLC, VP Sales & Marketing ('88 – '98)** **1979 – 1998**
Developed marketing strategies and sales products
Supervised a staff of sixty-five sales executives and associates
- Alpha Photo Associates, Inc., Sales Manager ('73 – '79)** **1968 – 1979**
Negotiated license agreements for key company accounts
Supervised sales and research staff
- Freelance Photographers' Guild, Inc.** **1963 – 1966**
Provided research and sales support to company's clients

EDUCATION

Hunter College, NYC
Marketing Management, Columbia University Graduate School

PROFESSIONAL ORGANIZATIONS

Digital Media Licensing Association (formerly Picture Archive Council of America)

Please ask for References