

Jerry Shereshewsky

Ambassador Plenipotentiary to Madison Ave. from Yahoo!, Inc.

Jerry may be the only marketing executive in the burgeoning digital technology field who's invented a new brand of soda pop.

Then again, he has been associated with breakthrough marketing ideas in every phase of his distinguished career. In 1981, at the dawn of the modern computer era, Jerry ran the Atari account at ad agency Young & Rubicam. He rose to senior vice president, working on such accounts as *General Foods*, *Frito-Lay*, *Johnson & Johnson*, and *Gillette*.

As VP/Marketing Special Products at Bertelsmann Music Group, Jerry ran the company's sales promotion efforts and created one of BMG's first Web sites. During his tenure at direct-response giant Wunderman Worldwide, Jerry developed and launched *Gevalia Kaffe* for *General Foods*, the highly successful directly-marketed coffee brand. He even conceived and helped create a soft drink brand, *Mello Yello*, for the Coca-Cola Company during a year in Atlanta. Jerry also served as a senior vice president at public relations powerhouse Burson-Marsteller.

He helped make Yoyodyne the premier direct marketing promotion company online and made them soooo attractive to Yahoo! that they bought them. Today he is "Apostle to the Gentiles" crafting and disseminating the Yahoo! message to the marketing and advertising community.

He serves on the Board of Directors of The Direct Marketing Association (DMA) as well as the Dean's Advisory Board at the University of Wisconsin School of Business and the Advisory Board for the AdCenter at Virginia Commonwealth University. Jerry is also a Board member of the NY American Marketing Association and its EFFIE award program. He is a graduate of the University of Wisconsin, where he received his degree in Russian History. Jerry lives in North Salem, NY with his wife Catherine, two boxers (Bert & Ernie) and the empty nests of his two daughters (Beryl & Lexi) away at college. And he has put on some weight since this picture was taken.