

Jerry Shereshewsky

CEO, grandparents.com

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. Starting at Y&R in the mailroom, he rose to Senior Vice President before moving to Wunderman, the premier direct marketing agency and then on to public relations giant Burson Marsteller. Then he decamped for the Bertelsmann Music Group where he was VP Marketing and Sales for Special Products. He left BMG in 1995 to join Seth Godin in an internet start-up: Yoyodyne.

He helped make Yoyodyne the premier direct marketing promotion company online and made them soooo attractive to Yahoo! that they bought them. After almost 9 years running marketing for Yahoo's Media Sales Group, both in the US and internationally, he joined grandparents.com; a lifestyle website for the baby boomer grandparents of today and tomorrow.

He served 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. He currently sits on the Advisory Board for the AdCenter at Virginia Commonwealth University, NY American Marketing Association and its EFFIE award program as well as the New York Ad Club.. 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).