



**RETIRED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)**  
**Invites you to its meeting **January 17, 2018** at**  
**First Presbyterian Church, Lafayette Place, Greenwich, CT**

## **Jerry Shereshewsky**

### **Social Media and the Communications Revolution**



A mere 25 years ago almost no one had a 'personal computer' (not to mention any of its mobile offspring); other than a medium for communication few had any idea of its potential. Today, e-mail and instant messaging have largely replaced the US Postal Service as the way we basically communicate with our friends and family. Even in the early 1990's, no one imagined that the desktop computer would be replaced by various mobile devices and that global long distance calling would be common and largely free.

Amazon has completely revolutionized commerce; to compete, most merchants now have online purchasing capability. Facebook has overwhelming presence and influence in the online world of communication and "community." The world has been changed and continues to change because of these and other digital media platforms and Jerry will help us understand how and why they play such an important role in the lives of billions of people worldwide.

Mr. Shereshewsky has been a Senior Vice President at Young & Rubicam, Wunderman, and Burson Marsteller; he is one of the very few executives with significant experience in general advertising, direct marketing and public relations. He also ran sales and marketing for a division of BMG Music and spent 9 years running marketing for Yahoo's multi-billion dollar media sales organization world-wide. His creation of the Yahoo Summit Series and the world-wide Yahoo! Big Idea Chair creative award program were both uniquely successful and long lived. Jerry also created a brand new soda pop (Mello Yello for the Coca Cola Company), was the first person to conceptualize and implement a coffee-by-mail business (Gevalia Kaffe for Kraft Foods), and helped transform a nascent online entertainment company into a powerful digital marketing services company (Yoyodyne) that was purchased by Yahoo!

Realizing that the enormous baby boomer market was under appreciated and under exploited, Jerry joined media start up, Grandparents.com, as CEO, where he helped to create a new media market place, establish a new brand and build a reputation and awareness in the media industry. More recently, he created a marketing consultancy, GrownUpMarketing, to help companies tell their stories to the advertising and marketing communities. His clients include LinkedIn, Ace Metrix, the VCU Brandcenter, Zillow, Survey Monkey and others. Jerry has been on the Board of Directors of the Direct Marketing Association, the Board of Directors of the New York Ad Club, and the Brand Center at the Virginia Commonwealth University.

**Next week: Les des Villiers, "Gorillas in the Midst: Tracking them in the Uringa Mountains of Rwanda"**  
*The Greenwich Retired Men's Association offers a free program every Wednesday that is open to the public, both men and women; no reservations are required. Our social break starts at 10:40AM followed promptly by our speaker at 11:00AM. Programs are at the First Presbyterian Church, 1 West Putnam Ave. in Greenwich. For additional information see [www.greenwichrma.org](http://www.greenwichrma.org) or contact [info@greenwichrma.org](mailto:info@greenwichrma.org)*