

Gary Bagin

Chief Marketing Officer

Philadelphia, PA

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Gary Bagin employs more than 20 years of marketing and public relations experience to drive the initiatives of Stradley Ronon's award-winning marketing department. Gary works closely with firm management to create and implement marketing and client development efforts; build relationships with professional, trade and community organizations; and increase the firm's visibility and presence in targeted industry and geographic markets.

Gary leads a diverse team of marketing specialists that works with more than 200 attorneys in the firm's eight offices. The collaborative department is responsible for the firm's public and media relations; philanthropy and community involvement; web site design, development and content; firm messaging and branding; client relations and events; creative electronic and print collateral; and social media.

Stradley's marketing department received a Public Relations Society of America Peppercorn award in the special events category.

Gary is active with many nonprofits and charitable organizations including the Children's Fund for Glycogen Storage Disease Research, Cystic Fibrosis Foundation and YMCA. He is also a member of the Greater Philadelphia Chamber of Commerce CEO Council's Senior Contacts.

Prior to joining Stradley Ronon, Gary was responsible for public relations and advertising at LRP Publications/Jury Verdict Research, a \$50 million publishing company. He also served as vice president for a suburban Philadelphia advertising agency and handled public relations for a major health care institution in southern New Jersey. Gary has taught graduate and undergraduate public relations classes at The College of New Jersey and Rowan University.

EDUCATION

M.A., Rowan University

B.A., Villanova University

MEMBERSHIPS

Legal Marketing Association

Philadelphia Public Relations Association

Public Relations Society of America
Steering Committee, Delaware Valley
Law Firm Marketing Group

