

Rachel Gary

Communications Strategist, Marketer & Event Planner

An accomplished public relations and marketing executive and creative event planner, Rachel Gary has more than 23 years of experience creating comprehensive and integrated communications and marketing plans, directing and overseeing brand activation initiatives and serving as strategic communications counselor to senior level executive on messaging, crisis communications planning and media training. Gary has also planned and executed large-scale events as well as intimate gatherings for the corporate, non-profit and private sectors.

For the majority of her career, Gary has successfully led or has been part of teams that transformed lives through sports and entertainment. Whether it was leading all of the communications and marketing efforts at the 2014 Special Olympics USA Games, serving as an advocate for the Women's Sports Foundation to help level the playing field for female athletes or acting as the corporate liaison and crisis leader for all communications efforts for the largest worldwide concert promoter, Clear Channel Entertainment (now Live Nation), Gary developed and executed effective strategies that achieved desired results. Her ability to shape perceptions by partnering with strategic influencers has allowed significant financial growth and dynamic change for the organizations to which she has been associated. Her role as part of a forward-thinking and progressive sports television network gave her further insight on how to best reach various audiences through diverse platforms and strategic content development.

Gary is most proud of her work with the 2014 Special Olympics USA Games where she served as Director of Communications. Under her leadership, the 2014 USA Games was the highest profile national Games in the history of Special Olympics in the United States with unprecedented national and local exposure. As the senior communications and marketing executive with the 2014 USA Games, she developed and implemented a comprehensive communications and marketing plan that included all media relations, sponsor activation, website and app development, social media engagement and the organization of promotional events. Gary's varied experiences throughout her career allowed her to leverage this national event to create unique marketing opportunities for Games' corporate partners including showcasing Special Olympics athletes on the iconic Wheaties' boxes through an alliance with ShopRite, spotlighting Special Olympics athletes at WWE live and televised events in a "Road to the 2014 USA Games" promotion and launching the "Cheer on A Champion" campaign focused on Special Olympics Young Athletes Program at Toys"R"Us stores nationwide. Gary was also responsible for procuring out of the box promotional and media opportunities for the 2014 USA Games like ringing the Closing Bell at the NASDAQ, lighting the Empire State Building in the Games' colors to coincide with the event's Opening Ceremony and extensive media coverage during Super Bowl Week in New York including producing a feature that aired during the Pre-Game show on Fox Sports.

Recently, Gary has added event planner to her portfolio having served as the lead planner for several hospitals within the Robert Wood Johnson Barnabas Health system as they celebrated milestone events including Newark Beth Israel Medical Center's 1,000th Heart Transplant Gala and the opening of the new ICU for Clara Maass Medical Center.

Gary has worked with some of the biggest names in sports and entertainment including Clear Channel Entertainment where she was responsible for all of the publicity and marketing for its concert & music venues division. She also led media relations efforts for the Women's Sports Foundation, 16W Marketing, United Football League, TEST Football Academy and the more than 75 Parisi Speed School franchises. Gary got her start in public relations serving as Assistant Media Director for the Volvo International and Pilot Pen Tennis Tournaments in New Haven, Connecticut.

A graduate of Ithaca College, Gary and her husband reside in Northern New Jersey with their two sons.

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