

Gordon Weinberger

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EXPERIENCE

AUTHOR & PRODUCER 2003–Present – **New York, NY**

Wrote and published “Infinite Persistence Life Book” and co-authored companion curriculum workbook with Twyla Miranda, Ph.D. Produced 15 track music CD titled “Infinite Persistence Life Music.” Products available at major U.S. booksellers. Produced two 30-minute TV infomercials and 60-second TV commercial.

TOP OF THE TREE BAKING COMPANY, INC. – Londonderry, NH

Founder, President & CEO 1994–2003

Started company after winning two Londonderry Old Home Day Pie Baking Contests (1991 and 1992). Began company from home kitchen and developed into the most recognized in-store branded pie program in America. Built company’s signature brand, Gordon’s Pies, into \$5 million national business distributed to every major supermarket in America including Wal-Mart. Gordon’s Pies became number one selling apple pie in the country and was produced by one company-owned and three out-sourced facilities. Company gained national media attention regularly. Company was acquired in 2002 by Mrs. Smith’s Bakeries, owned by Flower’s Foods, Inc. (NYSE: FLO).

COSMOPULOS, CROWLEY & DALY, INC. – Boston, MA

Senior Public Relations Account Executive 1992-1994

Managed company’s public relations affairs for client: City of Boston including Boston Convention Complex and travel and tourism. Responsible for all publicity and media related matters. Served as media spokesman. Managed daily communication with Mayor’s Office.

THE TERI CORPORATION – Boston, MA

Public Relations Manager 1989–1992

Served as communications manager – internal and external. Developed media relations, public affairs and advertising programs for America’s largest not-for-profit provider of access to education. Responsible for developing community outreach program: Adopt-a-School.

LASTING IMPRESSIONS ADVERTISING, INC. – Boston, MA

Co-Founder and President 1987–1989

Co-founded Boston-based promotions advertising agency. Provided promotional programs from inception for clients including Smartfood Popcorn, Roxy Deli, Legal Seafood Restaurants, City of Boston.

EDUCATION

BA - Bowdoin College, Brunswick, ME 1987

Majors: Government & Sociology, Minor: US History

Delta Kappa Epsilon Fraternity

HONORS & AWARDS

2006 – Friar, New York Friars Club

2006 - Board of Directors – P.T. Barnum Foundation of America

1999 - Present – Serve as National Spokesman for National Mentoring Partnership (MENTOR)

1999 – Named CNN Trendsetter of the Year – Awarded by Lou Dobbs

1998 – Honored by United States Chamber of Commerce with Blue Chip Enterprise Award

1995 – Won Quest For America’s Best Product on QVC Television

Invited lecturer by Babson College, Boston College, Boston University, Harvard Business School