

## *Sharon E. Pomerantz, Founder & President*

When someone asks if the impossible can be done Sharon asks why not. Sharon Pomerantz, founder and president of pomerantz PR, is a proven leader in the field of public relations, social media, marketing, advertising and promotions. She believes that in the world of business and creativity there is “no box” let alone the need to “think outside the box.” Sharon starts with each client’s request, reviews their goals and translates the current economy and trends, so that her agency can deliver personalized plans and dynamic results.

With 20+ years of agency and corporate experience, Sharon has handled public relations, marketing and advertising campaigns for a “who’s who” list of companies, products and services. She is known in the industry as highly professional, honest and tenacious as she seizes every opportunity to achieve results for her clients. She, as well as every member of her team, knows that success comes from old-fashioned customer service, and that perfection is in the details.

Sharon is an expert in brand communications and image for such categories as travel, luxury, lifestyle, culinary, sports/fitness, to name a few. She ensures brand images are strategically communicated and well protected. Sharon knows how to garner a larger share of voice in the marketplace without straying from the brand’s inherent integrity.

Client and media deadlines mean “now” to Sharon. She understands deadlines and meets them with pleasure. Budgets are adhered to carefully under her direction.

And yes, there are her connections. Sharon doesn’t just make connections; she has a strong affinity to those she works with. Many of her relationships span 20+ years and are based on mutual trust, respect and a spirit of shared purpose – as well as friendship.

Heading up Virgin Atlantic’s North American Corporate Communications department, Sharon served on the airline’s executive board. Her responsibilities included everything from creating appearances and stunts for Sir Richard Branson to dealing with a life threatening crisis onboard a airplane to proactively pitching media on the latest Upper Class flat bed seat and the airline’s infamous in-flight massage therapists to creating exciting partnerships and events with Miramax or Chanel.

By leveraging alliances and marketing relationships, she was able to re-launch the Upper Class product on a very limited budget and timeframe. With her leadership and vision, she garnered high visibility through a variety of targeted strategies. She was also responsible for revamping the Virgin Atlantic’ U.S. crisis communications plan.

Born and raised in the Washington, D.C. metro area, Sharon had the benefit of traveling frequently with her family, dining in fine restaurants and attending the ballet and theater when she was young. From her upbringing, she also learned the meaning of hard work, honesty and being results oriented.

Sharon received her bachelor's of science degree from Syracuse University's S.I. Newhouse School of Public Communications and Management School, with a dual degree in communications and marketing. Sharon graduated Cum Laude and was nominated to the school's highest honors, Eta Pi Upsilon. She attended Darden's School of Business and received a Leadership for Extraordinary Performance certification.

She is a member of the Society for American Travel Writers (SATW) and serves on Sustainable Travel International's advisory board. Sharon resides with her family in Fairfield, Connecticut. She is an avid amateur photographer and enjoys traveling, swimming, gardening and creating special culinary delights for friends and family.