

George Drucker

Consumer, Sports, Healthcare



George Drucker is an award-winning consumer, sports and healthcare communications professional with more than 40 years of client and management experience

He spent nearly 25 years with Edelman—the world’s largest public relations firm—serving as Executive Vice President and General Manager of the New York and Los Angeles offices. Additionally, he founded and served as worldwide global executive director of the agency’s consumer practice and sports and entertainment marketing group.

George has created and implemented consumer, sports and healthcare marketing campaigns linking clients and their products to the full spectrum of PR and promotional concepts.

Drucker also has been a leader in “Experimental Marketing” by developing cross promotional partnerships, generating in-store retail traffic while taking advantage of intrinsic earned media opportunities. Clients have included American Greetings (Silver Anvil Award for Best Campaign of the Year), Southern Comfort, Kentucky Fried Chicken (KFC), Empire Blue Cross,

Zicam—and the proverbial host of others.

He has been honored by *PR Week* as one of the “100 Most Influential” PR Executives in America; listed in “Who’s Who In America”—and has received more than 30 awards for creativity and program implementation including the national PRSA “Silver Anvil”; the Paul Holmes SABRE Award and the Los Angeles, Chicago and New York chapter awards for program excellence.

George holds a Bachelor’s degree in Journalism from Northern Illinois University and has done graduate work at Northeastern Illinois University.

He currently is also serving as an adjunct professor at Pepperdine University’s Dept. of Communications and UCLA’s Department of Advertising and Marketing.

He and his wife Trish Garland—Tony Award-winning dancer (original cast of “A Chorus Line”)—reside in Los Angeles.