



## ***Tom Gable, CEO***

Tom Gable is founder and CEO of Gable PR. Prior to starting his first firm, The Gable Group, in 1976, he was business editor of the *San Diego Tribune* and a correspondent for *The Wall Street Journal* and other business, travel and regional magazines. He was nominated for a Pulitzer Prize for investigative reporting and holds many awards for public relations, crisis communications, investor relations and community relations, including four Silver Anvils from PRSA, the highest honor in the profession. Tom contributes regularly to national business and marketing media on trends in public relations, reputation management and image as a part of corporate strategy. His book on program management -- *The PR Client Service Manual* – is in its fourth edition and is sold through PRSA as a standard for best agency practices.

Over the years, Tom has represented a range of clients from technology startups to Fortune 100 companies, often in complex strategic programs with multiple goals and in new and emerging industries. He is a recognized expert in crisis communications and a frequent speaker at national conferences on positioning, branding, strategic planning, reputation management and creativity in public relations. Tom was also an innovator in the use of Internet technology to improve client programs, starting with the launch of the world's first Internet Payment System and creating Web sites for clients starting in 1994.

Tom has been selected to lead national and international professional organizations. In 2002, he was national chairman of the 1,000-member Counselors Academy of the Public Relations Society of America. Tom served two years as president of IPREX ([www.iprex.com](http://www.iprex.com)), a partnership of leading independent agencies in more than 70 markets worldwide. In 2000, he received the Otto Bos Lifetime Achievement Award from the San Diego Chapter of PRSA.

Locally, he has served as director and member of the executive committee, Greater San Diego Chamber of Commerce and chairman of its Economic Research Bureau; founding member of CONNECT, member of the San Diego Regional Economic Development Corp., and member of BioCom, CommNexus, AeA, the MIT Forum and San Diego Software Industry Council. Tom has also been active in many civic, charitable and educational activities, including the Century Club of San Diego, Aztec Athletic Foundation and SDSU Alumni & Associates. He is former chairman and volunteer of the year of the American Heart Association, San Diego Chapter. He continues to write as a hobby and is both contributing wine editor of *San Diego Magazine* and its humor columnist. A native San Diegan and a graduate of San Diego State University, he served in Vietnam with the U.S. Army and as a war correspondent with *Pacific Stars & Stripes*. He was awarded two Bronze Stars and two Army Commendation Medals during his tour.

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