



## Tom Gable, CEO

Tom Gable, APR and PRSA Fellow, is founder and CEO of Gable PR.

Over the years, Tom has represented a range of clients throughout the U.S. from technology startups to Fortune 100 companies, often in complex strategic programs with multiple goals and in new and emerging industries, and crisis communications. His Guru Program® is registered with the U.S. Patent and Trademark Office as a unique approach to building image and reputation for leaders and experts in almost any field of endeavor.

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.

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, including four Silver Anvils from PRSA, the highest honor in the profession. Tom presents regularly at PRSA and other professional conferences and contributes frequently to national business and marketing media on trends in public relations, the growing importance of reputation management, image as a part of corporate strategy and crisis communications. He is now working on the fifth edition of his popular book on agency and program management, *The PR Client Service Manual*, which is sold through PRSA as a standard for best agency practices. He is also contributing wine editor of *San Diego Magazine* and an occasional humor columnist.

Locally, he has been active in many organizations, including Greater San Diego Chamber of Commerce and its Economic Research Bureau, CONNECT, the San Diego Regional Economic Development Corp., BioCom, CommNexus, AeA, San Diego Venture Group, 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. In 2000, he received the Otto Bos Lifetime Achievement Award from the San Diego Chapter of PRSA. 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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