

Gary Spondike

Detroit, Michigan, United States



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Summary

Equal parts creative and client forward, Gary uses his 30 years of experience to help clients get results and ensure that creatives have the clearest path to doing great work. Gary gives much of his time to helping his community thrive, sitting on the board for the Heritage Region of the International Association of Business Communicators, the Detroit Area Art Deco Society, and the Detroit Design Network, as well as serving on several committees for the IABC, where he was named Regional Leader of the Year and Detroit's Communicator of the Year.

Focus: Brand Positioning, Integrated Marketing Campaigns, Communications Planning, Marketing Strategist, Marketing Communications, Digital Strategy, Integrated Marketing Programs.

Experience



Executive Vice President

Westcomm

Mar 2020 - Present (4 months +)

Westcomm is a full-service marketing and employee/benefit communications firm, provides comprehensive internal and external business communications for local, national and global organizations of all sizes and industries. Our core areas of focus include employee/benefits communications, content marketing, social media, public and media relations, and video storytelling. With offices in Detroit and Indianapolis, Westcomm's experienced communications experts provide solutions designed to achieve results. Our long-term partnerships with clients enable them to effectively engage their audiences and communicate their stories.



IABC Heritage Board

IABC

Jun 2011 - Present (9 years 1 month +)

The IABC Heritage Region represents more than 2,700 business communicators from 17 chapters throughout the Northeast and Midwest United States. Formed in 2005, IABC Heritage Region supports the IABC mission by providing guidance, support and professional development opportunities for chapter leaders and members; fostering regional growth; and serving as a communications conduit between members, chapters and the IABC Executive Board. The geographic area includes: Connecticut, Delaware, Indiana, Kentucky, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, Virginia, Washington, D.C. and West Virginia.

The IABC Heritage Region supports IABC's mission by:

1. Serving Region members, primarily through providing guidance, support, and development opportunities for Chapter leaders.
2. Fostering growth within the Region.
3. Serving as a communication conduit between members, chapters and the IABC Executive Board.



Director Business Development

Pitch Black Media

Aug 2014 - Mar 2020 (5 years 8 months)

Specialties include the strategic implementation of social and digital programs for clients, including business-to-business, retail, healthcare and professional services.



Vice President / Marketing Strategist

Skidmore Studio

Oct 2001 - Apr 2014 (12 years 7 months)

Identify and develop programs that integrate the many disciplines of marketing, including advertising, interactive and corporate communications.



Vice President, Partner

The InSite Network

Mar 1989 - Jun 2001 (12 years 4 months)

Business partner on agency operations and new business opportunities. Create programs that integrate the many disciplines of marketing, including advertising, interactive and corporate communications.

Education



CCS College of Art and Design

Graphic Design

1984 - 1988

Majored in Art Direction and Graphic Design

Licenses & Certifications



IABC Regional Leader of the Year - International Association of Business Communicators



Detroit Communicator of the Year - IABC Detroit

Honors & Awards



IABC Detroit Communicator of the Year - IABC Detroit

Jun 2016

The International Association of Business Communicators Detroit chapter (IABC Detroit) is pleased to announce its 2016 Communicator of the Year: Gary Spondike.

An IABC member since 1997, Gary has worn many hats within the organization. His journey as an IABC board member began in 2005, and has volunteered with various committees including membership, programs, website, communications, career outreach, student relations, amongst countless others. He has provided leadership at all levels including chapter president in 2010/2011, as well as served on the Heritage Region board since 2011.

Gary is passionate about the city of Detroit, and was instrumental in bringing the 2011 Heritage Region Conference to the Motor City. Over the years, Gary has earned numerous Renaissance Awards and Silver Quills for work performed on behalf of his clients. He can now add the prestigious Communicator of the Year award to his mantle.

He is currently director of Business Development for PitchBlack Media. He specializes in strategic implementation of social and digital programs for clients, including business-to-business, retail, health care and professional services.

Please join IABC Detroit in congratulating Gary for his accolades, leadership, skills and commitment to the communications industry. This is an award well deserved!

Skills

Corporate Communications • Marketing Communications • Advertising • B2B • Marketing Strategy • Social Media • Strategic Communications • Digital Marketing • Marketing • Creative Direction