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RICHARD NEWMAN NAMED EVP OF STATE MARKETING STRATEGY

Empire State Development (ESD) announced today that Richard Newman has been named Executive Vice President (EVP) of State Marketing Strategy. As EVP, Mr. Newman will oversee all marketing initiatives at ESD.

“This administration has made private sector job growth its number one priority,” said ESD President, CEO & Commissioner Kenneth Adams. “Key to this is making sure businesses, consumers and travelers are aware of all New York State has to offer, from new tax-free communities to world-class travel destinations. With decades of marketing experience, Mr. Newman will play an integral role in telling the new New York story, promoting further economic growth and development all across the state.”

Mr. Newman’s appointment comes on the heels of several new initiatives, launched by Governor Andrew M. Cuomo, to attract new businesses and create jobs. New initiatives include:

- **Passage of the Governor’s game-changing START-UP NY legislation**, which will spur entrepreneurialism and job creation by transforming public higher education through tax-free communities across the state;
- **An Historic Commitment to Tourism** with the largest investment in decades -- nearly \$60 million -- to grow this vital job-producing industry.
- **New Taste NY Marketing Efforts** to promote made-in-NYS products.

Mr. Newman said, “This is an exciting time to join Empire State Development. From the launch of the largest tourism campaign in decades to the bold new Start-Up NY initiative, this administration has put jobs and the economy front and center. I’m honored to be a part of the ongoing efforts to attract new investment, grow New York business and showcase the Empire State to an increasingly wide and diverse audience.”

Before joining ESD, Mr. Newman served as the Managing Director for the New York Office of Digitas Health, leading the marketing efforts for several clients including Pfizer and Nestle Co. Prior to Digitas, Mr. Newman served as President of Greater Than One, a digital marketing company, and prior to that he was President of Ogilvy Action, the experiential global marketing division of the Ogilvy Group.

Mr. Newman currently serves on the Board of Directors for the Adirondack Museum in Blue Mountain Lake, NY. He received a Bachelor's degree in English from Hampshire College in Amherst, MA.

ABOUT EMPIRE STATE DEVELOPMENT

Empire State Development (ESD) is New York's chief economic development agency (www.esd.ny.gov). The mission of ESD is to promote a vigorous and growing economy, encourage the creation of new job and economic opportunities, increase revenues to the State and its municipalities, and achieve stable and diversified local economies. Through the use of loans, grants, tax credits and other forms of financial assistance, ESD strives to enhance private business investment and growth to spur job creation and support prosperous communities across New York State. ESD is also the primary administrative agency overseeing Governor Cuomo's Regional Economic Development Councils and the marketing of "I Love NY," the State's iconic tourism brand. For more information on Regional Councils and Empire State Development, visit www.regionalcouncils.ny.gov and www.esd.ny.gov.

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