

# Larry Fairman

As a nationally known strategist with over three decades of experience, Larry has helped hundreds of organizations, businesses and people develop powerful strategic plans, brand identities, positioning strategies, marketing plans, and creative and technology programs.

Larry has served clients in many industries. He has helped grow regional and national organizations like Clean Shower, AccuStaff (now Adecco), Nelnet, Homestead Village, Regency Centers, USG, Florida Prepaid College Board, CareerSource and many others.

Larry received the Outstanding Communications Alumnus from Jacksonville University, where he earned his BA, and the Bronze Leadership Award from Junior Achievement. He is a member of the Leadership Jacksonville Class of 1994 and co-founded the JU Athletic Foundation. Larry has been a chairman, executive committee member and trustee of over two dozen nonprofit and community organizations. He currently serves in leadership roles with the One Love Foundation, the Talent Advancement Network, Deck the Chairs and the JAX Chamber, and was a primary catalyst in the development of JaxWIZ, a series of free public Wireless Internet Zones in Jacksonville's urban core.

Larry founded his first marketing communications company in the 1980s and has been leading and managing people and projects ever since. Fairman Consulting's operational model allows clients to benefit from Larry's thought leadership on critical business and marketing issues and to organize effective teams with subject matter experts and top-flight creative and technical resources as needed. This approach ensures that consulting projects are delivered with on-target analysis, breakthrough messaging and actionable strategic recommendations.

Larry and Christine live in Atlantic Beach with their daughter Gentian, 18, and son Gunnar, 16. He enjoys spending time with his family, swimming, traveling, and serving as Assistant General Manager for his son's fantasy football team.