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**Theadora Gerber**

**Director of Marketing**

**Area of Expertise**

* Account management
* Advertising
* Brand development
* Creative direction
* Digital media
* Marketing
* Media planning
* Production
* Software Development

**Biography**

Theadora Gerber is the director of marketing at TAWANI Enterprises, where she leads the strategic planning and marketing for all TAWANI brands. She oversees and manages advertising, media planning, design, content, social media, public relations, lead generation and digital development. She is an expert in brand development and messaging, and leveraging competitive positioning, market share and competitors’ intelligence to identify market opportunities to build awareness and reach new markets.

Before joining TAWANI Enterprises, Gerber worked with SapientRazorfish and Abelson Taylor in Chicago, and Hill Holliday and TBWA Health in New York. She guided strategy, creative, user experience and technology teams from initial proposal and business analysis through the fulfillment of digital campaigns for blue chip clients such as Janssen, Astellas, Bosch and Allstate.

Gerber was a senior director of creative services at SONIFI Interactive (formerly LodgeNet Interactive), where she led the creative services team in high-level, cross-market campaigns, designs and strategy for the firm’s interactive television, broadband, connectivity, and advertising media solutions. SONIFI serves 500 million travelers in approximately 1.2 million hotel rooms annually.

Prior to SONIFI, Gerber was a creative director at Smashpoint Creativeworks and a senior writer, director and producer for cable television companies such as Viacom’s MTV and Nickelodeon, Time Warner’s HBO and Cinemax, and Paramount Studios. Gerber began her career at Jay B. Rudolph Inc. as an advertising manager overseeing the Bloomingdale’s and Dayton & Hudson business.

Gerber studied HTML, CSS JavaScript and Ruby on Rails at the New York Code + Design Academy, film and video production through the School of Visual Arts and New York University, and holds a Bachelor of Arts in Communications from the University of South Florida. Gerber has also volunteered her time for charities such as Girls Quest and Horsefeathers, and has served on the board of directors of Big Brothers, Big Sisters and Camp Good Days and Special Times. Gerber is a member of the American Marketing Association and IxDA.

**Website** [www.tawanienterprises.com/.com](http://tawanienterprises.com/)

**Social Media** [www.facebook.com/tawanienterprises/](https://www.facebook.com/tawanienterprises/) and [www.linkedin.com/in/theadoragerber/](https://www.linkedin.com/in/theadoragerber/)

**About TAWANI Enterprises**

TAWANI Enterprises, headquartered in Chicago, is an investment group specializing in the development, investment, management and preservation of real estate properties in the Chicago area. The company represents a diversified portfolio of iconic brands, such as [Stone Heritage Collection](http://stoneheritageproperties.com/), a luxury group of historic Bed & Breakfast properties and unique event spaces, the Pritzker Military Museum & Library, the TAWANI Foundation and the Pritzker Military Foundation. Properties under the Stone Heritage Collection includes Stone Terrace, Stone Porch by the Lake, Lang House, The Emil Bach House, Mayne Stage and The Lincoln Way Inn. For more information, visit <http://www.tawanienterprises.com>.

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