

Roll Call: Schwartz Media Strategies

Schwartz Media Strategies has named vice president **Aaron Gordon** a partner. Gordon joined Schwartz Media Strategies in early 2008 and has since been instrumental in expanding the firm's capabilities and client base in key practice areas reflecting the sectors driving Florida's economy, including real estate, banking, technology, finance, hospitality, law, municipal affairs and arts and culture. He has led several new business initiatives and helps create and manage media relations, marketing and digital media campaigns. The past year has seen Gordon oversee the launch of the firm's new website and popular Soundbytes blog. ([Release](#))