



Ira Yellen Bio

Ira Yellen's background includes over 30 years in public relations, marketing, advertising and design. Ira oversees a wide range of marketing and public relations projects by providing strategic business counsel for a wide range of client types – start-ups, corporate, government, institutional, education, and technology companies.

He graduated from Pratt Institute in 1969, and started a career as a designer for residential renovation projects in Brooklyn, New York. As an artist and photographer, Ira owned an art gallery in the 1970s in New York City.

But his career focus has always involved marketing communication; while working with Margaret Mead, the noted anthropologist, in the 1970s, Ira began exploring the relationships that intertwine commerce, civic institutions, society and human nature – a perspective that that he continues to use today. Ira was also a chronicler and fund-raiser for the Statue of Liberty/Ellis Island Centennial restoration projects during the 1980s; one of his proudest accomplishments, along with honoring his heritage.

Ira applied his entrepreneurial skills to help raise more than a \$100,000 for the preservation of this important national monument, and created an education supplementary curriculum that was distributed to thousands of schools across the nation.

It was with that experience and purpose that he founded First Experience Communications (FEC) in 1983, using strategic skills to encompass leading-edge business practices that include integrated market communications, internet strategies, and sustained marketing business models. First Experience supports an organization's business goals by using a core competency model.

Ira has been active in the Public Relations Society of America for over 25 years, and is Accredited in Public Relations (APR) and the College of Fellows, with the honorary title of Fellow PRSA.

