

In a marketing career that spans 30-plus years, Larry has accumulated a wealth of experiences: from shampoo and toothpaste; from salty snacks to disposable diapers; and from luxury resorts to real estate. His expertise and personal fingerprint can be seen in marketing strategies and communications throughout North America.

Prior to his consulting and advertising agency career, Larry gained business training and insight through a seven-year stint in brand marketing for Procter & Gamble and two years with PepsiCo's Frito Lay Team. Joining Bozell Advertising, then Palmer Bonner, as an account director, Larry found himself as management supervisor for the Four Seasons Hotels & Resorts as well as several service-sector businesses. It was here that Larry recognized the opportunity to apply the familiar strategic marketing disciplines honed in the package goods industry, that are often somewhat foreign to service industries, especially hospitality.

The Four Seasons experience played an indelible role in Larry's future. With a love of travel, and an appreciation for product quality and service, his relationship with Four Seasons formed a natural bond. Learning from the Four Seasons "playbook," blended with the core marketing experience obtained at Procter & Gamble, gave him a unique and powerful knowledge base.

Twenty years ago, Larry formed LMA Communications Inc., with the specific goal of directing service industries in their quest for business enhancements through marketing differentiation. Clients have included Preferred Hotels & Resorts Worldwide, COMO Hotels & Resorts, Relais & Chateaux, and numerous independent properties.

Not negating the product side, Larry's work at LMA has six US patents for work on paper products; rebranded Firestone Tire Centers across North America; fostered the acquisition of a Canadian paper products company; produced countless radio, TV and print advertisements; introduced new technology through early adoption of Internet techniques; and consulted on numerous business projects.

Larry's passions, apart from hospitality are duplicate bridge and Canadian art. Interestingly, in duplicate bridge, he often has time to compete against his mentor, Isadore Sharp, as they both play in the same clubs.