



**Doug Stern**

**Marketing  
Communication  
& Strategy**

### **Education**

University of  
Virginia, Master of  
Architectural History,  
1981

University of London,  
Bedford College,  
Certificate through  
the Victorian Society  
in America, Summer  
1977

University of  
Louisville, Bachelor  
of Arts in General  
Studies (Urban  
Affairs), 1974

### **Writing**

Doug Stern has been a professional writer and editor for nearly 30 years, earning several PR and business communication awards, including first place for Editorial Writing from the Society of Professional Journalists. Doug taught writing at the college level and has handled just about every kind writing assignment, including Web sites, speeches, brochures, videos, print ads, press releases and technical reports.

1000 Cherokee Road, Suite 7  
Louisville, Kentucky 40204

502-459-2966 (o) • 502-599-6624 (c)  
[doug@doug-stern.com](mailto:doug@doug-stern.com) • [www.doug-stern.com](http://www.doug-stern.com)

**Doug Stern** is an award-winning business writer and marketing strategist, helping top businesses and institutions worldwide. His clients have included leading...

- Law firms
- Legal marketing and business development consultants
- Real estate and land conservation interests
- Hospitals, physicians and other healthcare providers, and
- Urban designers, planners, architects and engineers

From 1998 to 2005, Doug was the marketing director for a regional, 250-attorney law firm with offices in eight cities. While at Stites & Harbison, he managed a coordinated marketing and business development program that saw a doubling of the firm's size and footprint.

He joined the firm after having owned and managed a full-service marketing communications agency for nearly 10 years, working mostly on public policy issues and the marketing of professional services. Doug's clients included the Louisville airport authority and its \$800 million expansion and improvement program. He also helped develop communications leading to an increase in the fuel tax for the Michigan Department of Transportation.

Before that, Doug was a political speech-writer and handler. His boss, Harvey Sloane, was Jefferson County's top exec and the

He's currently working on a short story (involving the original Declaration of Independence, the Bill of Rights and Ft. Knox) which he's planning to turn into a movie treatment.

#### **My first job**

"When I was 13, my mother told me to get out of the house and get to work. I hated the idea of mowing lawns and didn't want the responsibility of a paper route.

"So, one summer day, I rode my bike to the nearest golf course—the one at Big Spring Country Club, where I quickly discovered my natural gift for caddying. Eventually, I rose through the ranks and became the #2-ranked caddy in the whole club. I believe I would have been #1, too...except that I heard that Tommy Knadler had told the pro that he planned to enter the priesthood.

"Anyway, I caddied for years, even into college. The money was OK, I liked the game, and the caddy shack was where I learned to drink, gamble, smoke and swear—skills I had trouble refining under the roof of Lois and Kahlman Stern."

Democratic nominee for one of Kentucky's U.S. Senate seats.

Doug's first career was in historic preservation. He ran two award-winning historic preservation programs in Evansville, Ind., and Louisville (his hometown), where he learned the basics of marketing and PR.

#### **Used to be somebody**

Doug is past-president of Interfaith Paths to Peace, Inc. He served for years on the board of the St. John Center, Inc., a day shelter for homeless men near downtown Louisville.

He's a past-chair of the Butchertown Architectural Review Committee and of the Kentucky Oral History Commission. Doug was also Recording Clerk of Louisville Friends Meeting (Quakers).

"I'm a do-gooder. Practicing what Jews call *Tikkun Olam*...literally repair of the universe."

#### **Besides Work**

Doug and his wife, Jennifer Clements Stern (a Registered Nurse and healthcare executive), live in an old house in the same neighborhood where Doug grew up.

Daughter Leah (DVM, Tufts '06) is currently a surgeon in Cheshire, Conn., and daughter Margaret is a community organizer (when she's not a professional cook) in Louisville. Son Henry is currently excelling at being adorable.



#### **Out there**

Follow Doug on [Twitter](#), find him on [Facebook](#), connect via [LinkedIn](#), and subscribe to his [blog](#).