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## Profile

Pascha

First Name

Apter

Middle Initial

Last Name

Email Address

Street Address

Suite or Apt

Duluth

City

MN

State

Postal Code

What district do you live in? \*

☒ District 2

Primary Phone

Alternate Phone

Giant Voices

Employer

CEO/Owner

Job Title

Which Boards would you like to apply for?

Duluth Airport Authority: Submitted

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## Interests & Experiences

Why are you interested in serving on a board or commission?

Aviation is a major growth sector in our region and has a significant impact on all other regional growth sectors including business, healthcare, tourism, etc. I recognize and respect the incredible amount of work the Duluth Airport Authority Board of Directors has done to create a flourishing aviation sector in our community. I would be honored to help this phenomenal group of leaders achieve the next phases of their strategic plan.

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## Demographics

### Ethnicity

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- ☐ Asian or Pacific Islander
- ☐ African American
- ☐ American Indian/Alaskan Native Aleutian
- ☐ Hispanic
- ☐ Caucasian/Non-Hispanic
- ☐ Other
- ☐ Unknown
- ☐ Prefer not to Answer

### Gender

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- ☐ Male
- ☐ Female
- ☐ Nonbinary or third gender
- ☐ Prefer to self-describe
- ☐ Prefer not to say



Date of Birth

# Pascha Apter

E: pascha@giantvoices.com | O: 722-7884 | C: 310-8074

## Professional Overview

### **Giant Voices, Inc. 2012 – present**

#### **Giant CEO/Co-owner/Founder**

As CEO of Giant Voices, Inc., I set the vision and manage the growth of two companies:

**Giant Voices** - a strategic marketing firm specializing in helping ambitious business leaders create market-leading brands and increase revenues.

**Giant Academy** - an online educational offer helping entrepreneurs reach their business and personal ambitions with dynamic marketing and sales training.

I am passionate about helping Giant clients reach their financial, operational and marketing ambitions. An entrepreneur with more than 20 years of experience, I help clients scale their enterprise to achieve revenue growth through strategic and creative problem solving.

### **JPG Communications, Inc. 2005 – 2012**

#### **Vice President/Partner**

Responsible for leading the account service team and new business development efforts of The JPG Group, a full-service marketing firm with offices in Duluth, Virginia and Minneapolis, MN.

- **Voted Fuse Duluth Person of the Year 2008**
- **Top 20 under 40 award winner in 2009**
- **Featured in The Woman Today magazine 2010**

*Purchased 100% of assets of the JPG Group in July of 2012. Transitioned JPG to Giant Voices, Inc.*

### **Affinity Plus Federal Credit Union 2002 - 2004**

#### **Branch Manager/Customer Relationship Manager**

Managed the Duluth branch office staff and helped members expand their banking portfolio with the Credit Union. Opened new customer accounts, originated loans.

- **Grew Duluth office gross loan dollars from \$70,000 per month to \$4.6 million per month in 18 months.**

### **Maurice's Inc. 2001 - 2002**

#### **Marketing Project Manager**

Managed marketing and promotional efforts for national chain of 540 stores. Directed seasonal photo shoots and managed production of all coordinating marketing materials for in-store promotions. Managed a \$3.4 million marketing budget.

- **Voted Marketing Person of the Year 2002**

### **WestmorelandFlint 1998 - 2001**

#### **Account Executive**

Worked with clients to manage their marketing campaigns, copywriting and media buying. Launched Westmoreland Interactive, the first interactive division in the region. Responsible for website sales and interactive copywriting.

## Education

**St. Cloud State University - Bachelor's of Science in Mass Communications 1994 – 1998**

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**O Magna Cum Laude**

**Aji Network – Business Professionals Course 2010 – 2012**

**Ambassador of Possibilities with Fernando Flores 2015**

## Community Involvement

As an active member of the Duluth community, I have had the privilege of serving on the following Boards of Directors: Duluth Area Chamber of Commerce, Members Cooperative Credit Union, MCCU Youth Foundation, Marshall School.

## Philanthropic Efforts

### **Get Giant Contest – 2017 – present**

Launched a company initiative donating \$20,000 in pro-bono marketing services to help a northern MN or WI based entrepreneurial business jumpstart their growth plans.

### **Project Pink 2008 – present**

Created a project pink for a client in the oil and propane industry. In 2008, the client took my advice to paint their highest volume propane truck pink. One penny from every gallon delivered by the pink truck is donated to the St. Luke's Breast Center to help purchase equipment and for education outreach. To date we have raised more than \$82,000.

### **Fairy Princess Ball 2008 – 2016**

Co-founder and marketing event planner for the Fairy Princess Ball, a Minnesota-based charity event dedicated to teaching young girls the power of philanthropy. All funds raised are donated to the Erick Peter Person Children's Cancer Center to help support the needs of families who have a child with a cancer diagnosis. To date we have raised more than \$70,000 for the cancer center.

### **Legacy of Hope 2010 – 2016**

Committee member and marketing event planner for the Legacy of Hope event. Hosted by the Essentia Health Foundation, the Legacy of Hope event raises more than \$200,000 each year to help improve the lives of young patients seen at Essentia Health. Funds raised in recent years have been donated to remodel a NICU and build a solarium for teenage cancer patients to enjoy.

In addition to these efforts, Giant Voices offers discounted or pro-bono services to many local nonprofit organizations in Minnesota.