

Contact

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Top Skills

Digital Marketing

Outdoor Advertising

Advertising

Gary Grossman

Co-Founder, SILVERCAST MEDIA
New York City Metropolitan Area

Summary

Silvercast Media is a new Manhattan-based independent media company specializing in outdoor advertising in the form of premier digital and static oversized billboard Spectaculars. Launching with a focus in New York's most highly sought-after signage areas, Silvercast Media maintains operations in Times Square, Penn Plaza & Madison Square Garden, among others. Founded in 2016, Silvercast Media plans to grow in NYC as well as into other markets in the US.

Experience

Silvercast Media

Co Founder

February 2016 - Present (7 years 11 months)

New York, NY

Van Wagner Outdoor

Partner, Senior Vice President Sales

May 2000 - September 2014 (14 years 5 months)

New York, NY

Education

Northeastern University

Bachelor's Degree · (1989 - 1993)