



April 2024

Fidel Garcia, Development Manager.

Fidel is an accomplished professional with extensive experience in nonprofit leadership, strategic communications, and community engagement. With a career spanning over three decades, Fidel has consistently demonstrated his dedication to driving positive change and fostering growth in diverse organizations.

His professional journey began in telecommunications with Verizon (formerly NYNEX) from 1993 to 1997, where he excelled in bilingual sales and customer service roles. In 1997, Fidel transitioned into the pharmaceutical industry, initially specializing in advertising with agency subsidiaries of Interpublic Group (IPG) and Wire and Plastic Products (WPP) until 2005.



Fidel further honed his skills in organizational communications during his tenure at Janssen Pharmaceutical Companies of Johnson & Johnson from 2005 to 2021. In this role, he was pivotal in driving employee engagement and performance through effective communication strategies, even during restructuring and product launches.

Transitioning to the nonprofit sector, Fidel was the Director of Development and Communication at SAGE Eldercare in Summit, New Jersey. During his tenure, he achieved remarkable results. Under his leadership, total revenue increased, while per-donor revenue and donor retention rates saw significant improvements.

Fidel holds a Master of Business Administration (MBA) in Management and a Bachelor of Arts in Marketing (BA) from Iona University. He also obtained a certificate in Public Relations from Rutgers University and is currently pursuing certification as a Certified Fund-Raising Executive (CFRE). His diverse background and expertise make him a valuable asset to any organization seeking to drive strategic growth and impactful change.

For more information on the Gay Men's Chorus of South Florida, visit [gmcsf.org](https://gmcsf.org) or call 954-763-2266, Monday through Friday, 10am to 6pm. For public relations, please contact Director of Marketing and Sponsorship, Edward Otto Zielke at 954-763-2266, ext. 107 or email [marketing@gmcsf.org](mailto:marketing@gmcsf.org).

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