

Astorino Appoints Laurence Gottlieb as New Economic Development Director

Longtime marketing executive to serve as liaison to business community

Jan. 7, 2010



County Executive Robert P. Astorino announced today that he is appointing Laurence Gottlieb, a senior-level marketing executive who is well known to the Westchester business community, as the new director of economic development.

The appointment, which will take effect on Jan. 19, was announced this morning by Astorino in his first post-inaugural appearance before the business community. The event was The Business Council of Westchester breakfast at the Ritz-Carlton in White Plains. In his inaugural address on Sunday, Astorino listed economic growth as one of his top priorities, saying his administration would reach out to businesses large and small to create a partnership for job creation.

“Business owners need to know Westchester is a place where they can prosper and the County government is on their side,” Astorino said. “Larry’s marketing savvy, global business experience, deep ties to Westchester, and ability to get people to work together make him an ideal choice.”

Gottlieb, who has 20 years of marketing and public relations experience, is an executive board member of The Business Council of Westchester. Most recently, he worked as a public affairs managing director for Burson-Marsteller in New York, overseeing a list of clients, ranging from energy companies to government and non-profit agencies, for the world’s largest public relations firm. Prior to that, he served for six years as director of communications for Entergy Nuclear, the second largest owner of nuclear power plants in the U.S. Entergy operates Indian Point’s twin reactors in Buchanan. Gottlieb was also the director of marketing for the National Multiple Sclerosis Society and marketing manager for Castle Oil in Harrison.

As the new economic development director, Gottlieb said a big part of his job would be to remove obstacles to business growth.

“Westchester has so many strengths, but needs to become more competitive and aggressive when it comes to attracting and retaining businesses,” Gottlieb said. “Whether it’s solo entrepreneurs or major corporations, businesses have been drowning in a sea of rules, regulations, fees, taxes and paperwork. We need to streamline government, get more creative in our approach to marketing, and show businesses that Westchester is indeed the place for economic opportunity.”

Gottlieb grew up in Yonkers and graduated from Pace University. He currently lives in Mount Pleasant with his wife and two children. In 2004, he was named a 40 Under 40 Rising Star by The Business Council of Westchester and also received the Westchester County Association’s Business Leadership Award.