Stefan first discovered PR in large part due to the 1987 stock market crash. That crash triggered a miserable job market at a time when he was looking for a job, which led him to take just any entry-level job. Just two years later, his innate entrepreneurial spirit prompted him to convince his mother, the founder of this agency, why someone with a finance and entrepreneurship business degree would make a good PR person. But it wasn’t that simple. When Stefan proposed the idea, she countered with asking him to draft a business plan that would include a job description for him. The point was to convince her how he would bring enough ROI to pay for his entry-level salary. If not for that crash, the 11pm call and the business plan, Stefan’s life would have taken a different turn, back in 1989.

In the ensuing decades, he has combined his business background with creativity, driving PR campaigns that are widely imaginative, yet built on sound business decisions for clients.

Stefan’s nature is to get involved: he is a past Chair of the Board of the Century City Chamber of Commerce; a Past President of the Public Relations Society of America, Los Angeles Chapter (PRSA-LA); and a Past Chair for the Board of the America’s Region Board of Directors for The Worldcom Public Relations Group. In recent years he has held several board positions and currently serves on the board of the Friends of Expo Center and The Groundwater Foundation.

Known for his 2 AM brainstorming emails, Stefan has a huge appetite for reading and watching all things related to his wide interests such as water issues, technology and social media. He is particularly interested in the next generation — after the millennials — which he coined “iGen,” discussed in his first book, “Disrupted, from GenY to iGen, Communicating with the next Generation,” a title exploring the challenges and opportunities of the new “disrupted” communications landscape.

Stefan believes that PR requires a certain level of personal intellectual curiosity, one that can’t really be taught which, in turn, forces people to ask the right questions and push the boundaries. He dwells on this with his PR students at USC’s Annenberg School for Communication and Journalism where, for the last 18 years, he has been an Adjunct Professor.

Stefan holds a degree in Finance and Entrepreneurship from the University of Southern California Marshall School of Business. He resides in Los Angeles with his wife Karen and daughters Elyse and Sophie.

His next big adventure: another book profiling successful “iGeners.”