

# 2013 Hall of Fame Inductee

## Sanford J. Kornberg

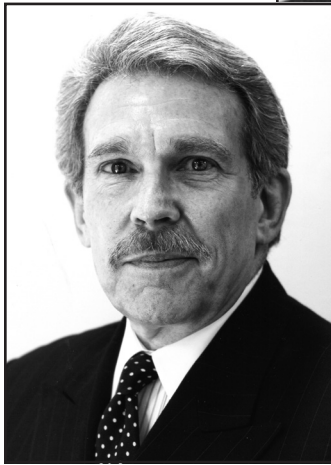
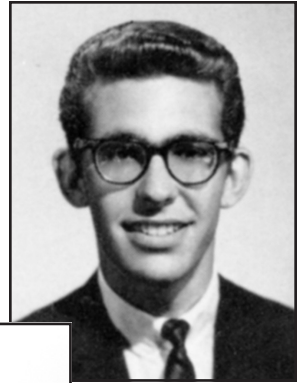
*Class of 1960*

Sanford “Sandy” Jay Kornberg was born and raised in University City and is a second-generation UCHS alum. Following high school graduation in 1960, he earned a bachelor’s degree in journalism from the University of Missouri - Columbia School of Journalism and began his career as an advertising specialist with Monsanto.

During the next five decades, his advertising career flourished, spending the last 19 years working internationally from Chicago to Tokyo, Manila, Hong Kong, New York and Prague. Settling in Greenwich, Conn., Kornberg currently

serves as an adjunct professor and various international advertising boards and associations. Most notable was his development of the team that opened McCann-Erickson Worldwide, with “blueprint advertising” for Coca-Cola brands to the international markets as well as many other known brands including Johnson & Johnson, Nestle, General Motors and more. In 1996, he received the prestigious Missouri Honor Medal from the Missouri School of Journalism. In 2010, he received special recognition for his recent work with summer internships.

Kornberg currently resides in Greenwich with his wife. His eldest son is director of Instructional Technology at Columbia Medical School in NY. His other son is general manager with Prime Access. When not working, Kornberg prefers to be flying his single-engine aircraft, fly fishing, scuba diving, playing golf or supporting his community as a volunteer firefighter. As a firefighter, he worked at “ground zero” of the World Trade Center disaster in September 2001.



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