

Front Lines

2/1/2020

New Head of GMG

Ellen C. Wells



Continuing the “new” in the new year, Garden Media Group got a new president January 1. It’s none other than one of the most welcomed faces in the horticulture industry, Katie Dubow—long-time “associate” to vacating president (and founder) Suzi McCoy. I put associate in quotes because Katie is Suzi’s daughter in addition to being her right-hand woman. (Did you not know that?)

Katie more than earned her spot on the team with her high-level credentials: a 2004 Northeastern University graduate, she held positions as a marketing manager for Liz Claiborne, Inc. and as a technical production manager at CBS in New York. Combine that experience with her full-time position at GMG beginning in 2011, and she’s spent most of her career learning the ins and outs of brand management.

In a statement, Katie said she’s focused on growing Garden Media Group to the next level by exceeding client expectations, being a leader in the industry and providing a progressive workplace.

“Suzi and I both are grateful to our wonderful staff, some who have been here for decades, who made this succession seamless,” she said. “We will work together to continue in my mother’s legacy and help fulfill our clients’ dreams, exceed expectations and grow the industry for all.”

Now, let’s talk about Suzi, one of my favorite women in the hort-allied fields. She’s not only been a bright breath of fresh air, she’s truly been a role model for strong and determined women in this industry. Never compromising, always a step ahead and forever determined. Some of the big accounts Suzi and her team have managed are ones you may have heard of—do Knock Out Roses and the O2 for You campaign with Costa Farms ring a bell? She’s always had a good nose for finding not only the brands that become household names, but also the trends that become second nature to us, as presented in the 20-plus years of the Garden Trends Report.

Suzi will be replacing media events and trends presentations with tee times and volunteering with dogs at the Humane Society, among other hobbies. She’ll spend time with her husband and grandchildren, of course, and will continue to advise GMG, too—but this time from the comfort of a southern climate. **GP**