

Rand Pearsall

HTA President since 2018 • Trustee since 2015

Role on Current Board

As President, Rand is responsible for the overall management of the HTA and its Board of Trustees. He represents the HTA within both Long Beach Township and the Joint Council of Taxpayer Associations of LBI, where he chairs the Beach Replenishment Committee. Rand is past chair of the HTA Marketing Committee and a frequent volunteer at HTA events. While the HTA has had many accomplishments in recent years, he is proud of continuing past president Dan Macone's success in growing our membership to record levels.

Connection to Holgate

Rand has been coming to Holgate since 1972 when he often visited his friend's oceanfront duplex. This home was the gathering place for high school and soccer teammates where they played and trained on the beach to be in shape for the fall seasons. In the mid 90s, Rand's family enjoyed renting different homes in Holgate for two-week summer vacations and they were able to buy his friend's home in 2004. Rand and his wife Josanne subsequently rebuilt the old duplex into a modern single-family home.

Professional Experience

A graduate of Trinity College in Connecticut, Rand began working in college and pro sports PR before entering advertising, where he managed major brands such as Vaseline Intensive Care, Ritz Crackers, Minolta, and Noxzema Shave Cream. He later founded Oasis Advertising, creating Toyota's U.S. corporate advertising and leading the team that launched Prius. He later negotiated the sale of Oasis to ad giant Dentsu, with whom he spent several years before leaving to lead BASF's marketing communications, where he developed BASF's first global ad campaign. Upon retiring from BASF, Rand founded GPS Customer Strategies, a strategic marketing consultancy. Rand has always believed one key to a successful organization is to ensure regular, transparent communication while setting strategic goals and building a strong team. The HTA's recent growth demonstrates the effectiveness of that approach.

Personal Profile

Rand grew up in Livingston NJ and has resided in Hartford, CT, Alexandria VA and New York City. Rand and Josanne raised three children in Millburn/Short Hills before moving to their current home in Mountainside NJ, just 93.8 miles from Holgate. When not working on HTA business, Rand continues a lifelong search for the best pizza in New Jersey.

Why I Became a Trustee

"After Superstorm Sandy and its confirmation that LBI is very vulnerable to extreme weather, I decided to become a Trustee because I want to ensure the community works together to get the greatest protections for Holgate."