

Youngest Board Member Dedicated to Expanding Kessler Foundation's Reach

In 1999, Ryan Schinman made the *Crain's New York Business* "[40 Under Forty](#)" list. A fresh-faced 27 year old, he was already the executive vice president of a worldwide marketing company, representing NFL athletes. Now, for the past four years, Ryan has applied his skills as a trustee for [Kessler Foundation](#).

Born and raised in West Orange, Ryan was aware of the Foundation and the Kessler name. Richard Kessler, Board member and grandson of founder [Dr. Henry H. Kessler](#), approached him and asked him to get involved. This enticed him to learn more.

"Once I saw everything that was going on right in my home town to help people with disabilities, I decided to contribute, not just with my wallet but with my skill set, I thought, 'What better organization to get involved with than [Kessler Foundation](#),'" Ryan explained.



To become a Board member, a current trustee must nominate an individual. The Board and the Nomination Committee then go to a vote. Ryan is currently the youngest person sitting on the Board. By getting involved in an organization at an early age, he brings his enthusiasm and energy. His long-term efforts will leave a lasting imprint on Kessler Foundation.

He applies his public relations expertise to increase awareness of the Foundation's work. Through his business and celebrity contacts, more people are learning about the [rehabilitation research](#) and [employment programs](#) for people with disabilities supported by [Kessler Foundation](#).

"We know the great work being done at the Foundation because we live and breathe it every day. We see the positive results when individuals with paralysis take their first steps or cross the finish line in a wheelchair race; when those with memory loss regain the ability to remember what they've read, and when people with disabilities find meaningful employment. But others need to know about all of these accomplishments," Ryan said. "Our goal isn't just to raise money. It's to help fund our research and employment efforts so that more people with disabilities can live better lives. Greater recognition of the 'Kessler Foundation' name may help our scientists expand their research and enable the Foundation to provide more employment and community grants."

Ryan also serves on the fundraising committee of [Kessler Foundation's Board of Trustees](#). He was a leader in the planning of Kessler Foundation's 10th Annual [Stroll 'N Roll \(and RUN!\)](#). In its anniversary year, the October event was bigger and better than ever, even having 5 and 8K courses for runners and wheelchair racers.

Through his contacts, Pras Michel, from the hip hop group The Fugees, came out to Stroll 'N Roll! He also secured large corporate sponsorships from Nike and Sheets. In conjunction with Ryan's efforts, Stroll 'N Roll garnered a 60 percent increase in funds to advance research and employment for people with disabilities.



In the true spirit of perfectionism--one of his "worst" qualities--Ryan was pleased with the outcome of the event but not satisfied. "There is always more to learn," he said. For next year's [Stroll 'N Roll](#), he looks to expand to increase support from corporate America as well as celebrities.

Ryan has the influence to reach his goals. For the past 13 years, he moved from representing sports athletes to representing some of the biggest companies in the world. He is the chief executive officer for [Platinum Rye Entertainment](#), a global marketing and public relations company.



"I love what I do and I'm passionate about what I do," he said. "I think it goes hand in hand with what I'm trying to do at the Foundation."

With offices around the world, Ryan is a frequent traveler. But his wife and baby daughter will always come first.

"I travel quite a bit but it's always nice coming home to West Orange to my wife and daughter, who are the true loves of my life," Ryan exclaimed.

In the future, Ryan plans to expand his family. "Hopefully, God will bless us with a few more kids in the coming years," he said. He is also looking forward to [Kessler Foundation](#) expanding its reach to help even more [individuals with physical and cognitive disabilities](#).

Support Ryan's efforts to expand research and employment opportunities for people with disabilities. Sign up to [volunteer](#), share our message on [Facebook](#) and [Twitter](#), join

our [events](#), spread the word, or

[Donate Now](#)