

# Memphis Business Journal

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# People & Events

## ON THE MOVE

Gary Bridgman

**New Position:**

Public relations director, Inferno

**Q&A:**

**Hometown:** Army brat, reared in Memphis.

**Education:** B.S. in English, University of Memphis

**Career advice:** Stay curious — no, fascinated — about how things happen and why. Reading the rest of this newspaper would be a good start.

**Thoughts/comments about your current position:** Inferno is a small but fast-growing advertising, marketing and design firm. Clients' requests for more PR services are driving a lot of this growth, and I'm honored these guys tapped me to manage this expansion.

**What you most like about your job:** A good company gives employees the opportunity to do what they're best at every day. Inferno gives me that chance every 15 minutes.

**First job in your field:** Editor at Towery Publishing.

**Most interesting job:** Not counting Inferno? Co-authoring Lonely Planet's "Louisiana and the Deep South," currently ranked 74,554th on Amazon.

**Civic work:** Vice president, Wolf River Conservancy; board member, Agricenter International.

**My other "employer":** My wife, Melissa, operates Bridgman Pottery from our home near Rossville, TN.

**Personal hero:** Tie between Benjamin Franklin and Hunter S. Thompson



**Person you would most like to meet:** Anthony Bourdain, author of "Kitchen Confidential."

**Favorite restaurant:** Wherever David Parks tends bar; right now it's the Beauty Shop.

**Favorite film:** "Fandango," great road movie

**Likes about Memphis:** Everybody knows somebody who knows anybody.

**Dislikes about Memphis:** Civic insecurity. I've heard it like this: Put two guys from Atlanta and one from Memphis in a rowboat. The Memphian badmouths Atlanta and is thrown overboard. Fair enough, but turn the tables with one Atlantan ripping on Memphis--our two guys would just nod and do all the rowing while he complains.

**What do you most enjoy doing in your free time:** Taking people on canoe trips through the swampy Ghost section of the Wolf River--but they better not badmouth Memphis while I'm paddling!