



Florida Hospital Cancer Institute Welcomes Ed Gilbert as New Chairman of the Board

ORLANDO, Fla., December 29, 2011 – The Florida Hospital Cancer Institute (FHCI) is pleased to announce Ed Gilbert as the 2012 Chairman of the Board. Gilbert is CEO of Absolute Thinking, Inc., a full service marketing company that specializes in hospitality, real estate and retail.

“We welcome Ed Gilbert as the new Chairman of the Board,” said Dr. David Decker, medical director of FHCI. “Ed has been an enthusiastic and supportive member of our board. His business and leadership skills as our Chairman will be invaluable to achieving our mission.”

Gilbert was born in Hollywood, Calif., and spent most of his childhood in Norfolk, Va., receiving his degree in business at Old Dominion University. In 1979, he moved to Tallahassee, Fla., to head the Florida Division of Tourism under Governor Bob Graham, becoming the youngest person to ever run the organization. In 1991, he created Gilbert Manjura Marketing, which became one of the ten largest advertising agencies in Central Florida. In 2009, he created Absolute Thinking, currently one of the top 12 largest public relations firms in Central Florida and the 22nd largest advertising agencies. He has served on the Visit Orlando Board for five years and chaired its Global Marketing Committee for two years.

“Ed is passionate about fighting cancer through research, clinical trials, prevention and education,” said David Collis, chief development officer for the Florida Hospital Foundation. “We are pleased that Ed will champion Florida Hospital’s fundraising efforts to battle cancer in Central Florida and beyond.”

Throughout his career he has won over 100 ADDY Awards for Creative Excellence and two EMMY’s for Television Excellence. In 2006, he was inducted into the Florida Tourism Hall of Fame. With his many achievements and illustrious career, Gilbert also dedicates time to take on new volunteer and charity opportunities.

“Three family members and two close friends died of cancer, and I felt it was time to give more back to my community in addition to my Visit Orlando volunteering,” said Gilbert. “It gives me a great sense of pride to spend my time helping others.”

Gilbert has been married to his wife, Connie, for 28 years and has a daughter who is an actress in New York City.

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