



GEORGE D. ROTSCH

George D. Rotsch was born in Milton, Florida, raised in St. Louis, Missouri, graduated from high school in Latrobe, Pennsylvania, and has lived in Delaware for 35 years. He has 3 boys and is a widower.

George D. Rotsch is an accomplished marketing and business development leader with over 30 years of experience driving growth through strategic communications, media, and technology. He specializes in helping small to mid-size businesses, nonprofits, and political organizations amplify their message, expand their reach, and achieve sustainable success.

George currently serves as the Publisher of Delaware LIVE News, Town Square LIVE, Chadds Ford LIVE, and Milford LIVE, where he manages a network of news organizations, websites, social media platforms, video channels, and local newspapers. Under his leadership, these platforms reach over 100,000 readers and deliver more than 1 million monthly advertising impressions, supporting community journalism and local businesses across the region.

In addition to his publishing role, George is at Delaware LIVE, collaborating closely with political leaders, candidates, businesses, and nonprofits to craft marketing strategies that drive engagement and influence. He retired as a Sr. Partner at Trellist Marketing and Technology, where he helped grow the company from 17 to 140 employees, and at DuPont, where he led marketing initiatives for major consumer brands and retired from Corporate Plans/New Business Development.

He earned the rank of Eagle Scout at age 14. Two of his three sons are also Eagle Scouts. He served as an adult leader, in Troop 803 for 10 years as Cubmaster, Assistant Scoutmaster and Committee Chair.

He holds a BA in Advertising from Penn State University and an MBA in Finance and Marketing from the University of Delaware.

Current:

- The Candlelight Theatre - Vice President of the Board of Directors
- Catholic Charities of Wilmington - Vice Chair of the Board
- Nativity Pred Catholic School - Wilmington, Fund Raising Committee
- Knights of Columbus, St. Mary's Church
- Rotary Club of Wilmington - Public Affairs/Image Chair
- St. Ann's Church - Welcoming Committee



Past Roles:

- Delaware Technology Forum - Board of Directors
- St. Ann's Church - Finance Council, Board of Directors
- Delaware Children's Theatre - Board of Directors
- Kalmar Nyckel Foundation - Board of Directors
- Junior Achievement of Delaware - Board of Directors
- Delaware Historical Society - Board of Directors
- Delaware All-State Theatre - Board of Directors
- Wilmington Drama League - Board of Directors
- Delaware GOP - Communications Director
- Delaware Blue-Gold All-Star Game, Game Chair

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