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Robert Jordan, 76, Recognized Marketer, Former Longtime Darien Resident

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Date : June 24, 2017

Robert Francis Jordan, 76, of Storrs passed away from cancer on June 19.

He was the son of Catherine (Fealey) and Francis Jordan and was born in Hartford. Robert served in the U.S. Army from 1964 to 1967, and obtained his B.A. and MBA from the University of Connecticut.

He was the owner and managing partner of Jordan & Company, a marketing consultant firm. Prior to Jordan & Company, he was Managing Partner at Marketing Corp of America in Westport. He also held brand and product-management positions at Pepsi-Cola N.A., Proctor & Gamble, RJR Foods and USPS.

— [an obituary](#) from *Potter Funeral Home*

He was an industry expert witness for the U.S. Congress, a guest lecturer at Harvard Business School and subject of a case study published by McGraw-Hill. He was interviewed on CNBC and cited in various publications including Newsweek, Business Week and Advertising Age.

Robert lived life to the fullest, and was often heard saying "Carpe Diem." He was an avid UConn huskies fan and retired to Storrs to be active with alumni groups, follow his favorite UConn women's basketball team and be a short drive away from his favorite Dairy Barn.

He loved to travel, participated in a short stories book club, going to the theatre and museums, performing magic tricks and always enjoyed a good conversation with a scotch in hand.

Robert was a long-time resident of Darien, having raised his two sons there.

He is survived by his sons: Christopher Jordan, of West Palm Beach, Fl., and Garrett Jordan and his wife Beth of Hingham, Mass.; a brother, Steve Jordan, and nephew, Ryan Jordan, both of Wethersfield; and three grandchildren: Alexis, Piper and Liam.

Robert will be laid to rest with a private service at the Connecticut State Veteran's Cemetery in Middletown.

In lieu of flowers, memorial donation may be made to the [Make-A-Wish Foundation](#). To sign the online memorial guestbook, please visit the [Potter Funeral Home website](#).