



Sidney Irving Lirtzman

April 2, 2017

Lirtzman, Sidney Irving (1930-2017) A loving husband, father and grandfather, Sidney I. Lirtzman died of end stage renal failure on April 2, 2017 at the age of 86 at Tidewell Hospice House in Sarasota, FL.

The younger son of Ukrainian immigrants who walked across Europe to escape the Russian pogroms in the early years of the 20th century, Sid Lirtzman grew up on the east side of midtown Manhattan where he excelled in stickball and playing the mandolin. A fine student, he earned a BS degree from the City College of New York, followed by Masters and PhD degrees in psychology from Columbia University.

His early career in the 1950s included work as a licensed clinical psychologist followed by years spent as a pioneer in the emerging field of advertising, consumer, and visual communications research. Dr. Lirtzman founded and led Fairfield Consulting Associates, Inc. which offered services in the fields of work hazard communications and trademark infringement research. He co-edited the "Handbook of Chemical Industry Labeling" in 1984.

Sidney Lirtzman served as a director of the Liberty National Bank of Connecticut, director and chair of the audit committee of Endolase, Inc., director and chair of the audit committee of Youthstream Inc, and a director and chair of the nominating committees of the Guardian Life Insurance mutual

funds, and the Baillie Gifford International Mutual Funds . He later served as chairman of the board of the International Center for Corporate Accountability. Dr. Lirtzman appeared frequently in state and federal courts as well as federal agencies as an expert witness in work hazard communication cases in the chemical industry, and in trademark infringement litigation. He was a member of the American Psychological Association, the Academy of Management, Phi Beta Kappa, Beta Kappa Sigma, the US Trademark Association, and a Fellow of the Marketing Science Institute and a Fellow of the Fellows of the Phi Beta Kappa Society, the National Arts Club in Manhattan and Sara Bay Country Club in Sarasota, FL.

In 1967 Dr. Lirtzman joined the faculty of the Baruch School of Business of the City College of New York which later became Baruch College of CUNY. He achieved the rank of Emanuel Saxe Professor of Management; served as executive officer of the PhD program in business of the City University of New York, and became the founding dean of the Zicklin School of Business, Baruch College. While dean, he oversaw the evolution of the School into one of the prestigious nationally known schools of business, developed the first full time MBA program at Baruch, and created one of the first fully equipped electronic trading floors in a business school in the United States to provide hands-on training for students in finance and economics.

During the panic days on Wall Street after the 9/11 attack, Dr. Lirtzman opened the trading floor to several firms whose offices had been destroyed to permit them to survive while they arranged for new emergency quarters. Dr. Lirtzman subsequently served as vice president and interim president of Baruch College.

In 2004 Baruch College named a room in the Subotnick Financial Services Center "The Sidney I. Lirtzman Financial Services Hall" in recognition of his achievements.

Sid, as he was known, was a wicked cartoonist, a mediocre but enthusiastic pianist, a linguist, a weekend sailor and a swinging ballroom dancer. His finest hour – to hear him tell it – was when he and his partner won the Stamford, CT mixed doubles tennis championship back in the 80s. His drop shot was the stuff of local legend. His golf game not so much.

Sid is survived by his beloved wife Sheila, son Harris M. Lirtzman (Ralph Wilson) and daughter Amy Solomonson, stepson James Biddle Worthington (Debra Singer); grandsons Eric and Daniel Solomonson, and step-grandson Sam Worthington, as well as nephews Robert, Alan and Yoram Lirtzman, Michael Harris and niece Lisa Harris. His former wife, Lois Harris, predeceased him in 1993.

A memorial service will be held this summer. Donations in Sid's memory may be sent to: The Children's Book Project, 3433 21st Street, San Francisco, CA 94110.

Tribute Wall

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“ Love this man, whom most Ph.D. students still call ‘El Cid’. After I earned my Ph.D., with his tremendous help and multiple interventions, we became friends. It was always a learning experience working with El Cid on both academic and advisory projects. Always think of him with affection, one of the most humane people I have ever met.

Senior Editor, Human Systems Management

Nicholas C. Georgantzas

Professor Emeritus, Information, Technology and Operations

Former Director, System Dynamics Advisory

Gabelli Business School, Fordham University

Nicholas Georgantzas - June 14, 2021 at 09:51 AM

JH

“ Love and prayers to Sheila and Sid's family.

Jude Halleran - April 28, 2017 at 12:00 AM



“ Gone and will not be forgotten, may he R.I.P and may God comfort and console grieving family and friends.

April 14, 2017 at 12:00 AM

MO

“ prayers from the The O'Leary family to wife Sheila and son Jay Worthington and families God bless! You all !

Michael O'Leary - April 14, 2017 at 12:00 AM



“ Sid walked into my office on the first day that I began at Baruch College and gave me a warm welcome! He made me feel right at home from my first day and all throughout my years at Baruch! My deepest sympathy to his wife Sheila and his loving family!

April 12, 2017 at 12:00 AM



“ I was so very fond of Sid. We worked together at Baruch. He loved to gossip and we had fun doing that together. I will miss him! My sincerest sympathy.

Ann Brandwein - April 11, 2017 at 12:00 AM



“ Sid, a great guy, always available for advice and a good laugh, he will be sorely missed.

Dan Kaufmann - April 07, 2017 at 12:00 AM



“ Deepest sympathies for your loss. He was a great gentleman

Chris Koutsoutis - April 07, 2017 at 12:00 AM