



Demetrios "Jim" Tsokanos II

April 17, 2020

Jim Tsokanos (December 30, 1968 to April 17, 2020)

Friday April 17th, Demetrios Tsokanos II, better known as Jim, ended his battle with COVID-19. In classic Jim style, he faced the fight with courage and dignity. The narrative of Jim's life could only be characterized by life, laughter and love.

Jim started his professional life as a young teen tirelessly pushing truckloads of furniture through his grandfather Joe Cory's warehouses in Jersey City and Elizabeth, NJ. By age 16, Jim was trusted to load and drive the big box trucks, delivering furniture throughout the New York Metropolitan Area for the Cory Company.

Jim found meaning in his work. He watched his father lead from the front, daily supervising scores of warehouse staff. He learned the value of teamwork with uncles and cousins through sweltering summers and bitter cold winters, all-the-while learning business is about the people. Jim took the ideal of service seriously and saw his place was to be of service to all customers, employees, and colleagues. He treated all like family.

After running sports and entertainment PR for Cohn & Wolfe, Jim left New York for the chance to earn an executive leadership role in Atlanta with

Ketchum PR. Of all the deals Jim won in Atlanta, all paled in comparison to winning the heart of Brenda, the light of his life. The young executive and his southern belle wed in Atlanta in September 2001 surrounded by family, friends and colleagues.

Top Brass at MSLGROUP took quick notice of Jim's talents and made him an offer he could not refuse. The couple returned to New York City where Jim initially ran MS&L's New York City Office before he'd go on to lead the entire company as Group Company President. Jim and Brenda welcomed their princess, Sophia Grace, to the world in October 2006 and introduced the world to Jim the 3rd or the "Professor" in April 2010.

Leveraging extensive experiences and networks in healthcare, Jim reinvented himself and the Tsokanos family ventured to Pennsylvania where Jim led Coordinated Health running their hospital businesses throughout the Lehigh Valley as Company President. His final career endeavor returned Jim to the helm of his own ship, running his own wildly successful consulting outfit. Regardless of title or sector, Jim was always in the business of people, serving all like family with dignity and respect.

Jim and Brenda made their home in Berkley Heights, NJ, with their children, Sophia and Jim. He is also survived by his father and mother, Demetrios and Grace, his sister, Missy, and his brother, Joe.

A memorial fund in Jim's name has been established at GoFundMe <https://www.gofundme.com/f/jim-tsokanos-legacy-contribution>. For further details please feel free to contact Joe Tsokanos at TsokanosTrust@gmail.com.

A private burial will be held in North Jersey on Tuesday. Jim is now home in the arms of his Heavenly Father - Jim's greatest victory, indeed.

Previous Events

Interment
APR 21 (ET)
Interment Private

Tribute Wall



“ *Brenda and Family*

Jane and I are so sorry for your lost. We were inducted together at Spray Beach in 2016 and my memories of Jim was he was so outgoing and would go out of his way to be a friend. He was able to get a slip at the Club that year and I ended up subleasing the slip he had at another marina. He would just go out of his way to help people.

*Again our deepest sympathies,
Jane and Skip Hollerbach*

George Hollerbach - April 22, 2020 at 04:27 AM



“ *Divine Peace Bouquet was purchased for the family of Demetrios "Jim" Tsokanos II.*



April 21, 2020 at 07:10 AM



“ *With love, The Juechter Family purchased the Fair rest of All for the family of Demetrios "Jim" Tsokanos II.*



With love, The Juechter Family - April 20, 2020 at 11:43 PM