

# PR Masters Series Podcast, Episode #13 – Steve Cody



## Overview

**The Stevens Group** is pleased to present a new podcast series that salutes the masters of public relations and revels in their observations, insights and advice to PR professionals. This new series is part of the ongoing partnership between The Stevens Group and CommPRO to bring to **PR**, digital/interactive and marketing communications agencies the wisdom of those who have reached the top of the PR profession.



## About Our Guest

## Steve Cody, Founder / CEO, Peppercomm

I'm a comedian, climber and dog lover, but not necessarily in that order.

I am also the founder and CEO of [Peppercomm](#), a fully-integrated strategic communications firm headquartered in NYC, with offices located in San Francisco and London. In that role I'm responsible for everything from implementing strategy and counseling clients to leading business development and bringing new products and services to market. In short, I do everything but clean windows.

My biggest passion is helping others. I derive immense satisfaction from mentoring students, guest lecturing at the universities who are brave enough to invite me to speak, and helping fellow mid-life marketing communications professionals who have lost their way in life. There may be hope for us yet.

I am the current chairman of the [Institute for Public Relations](#), a longtime member of the [Arthur W. Page Society](#), a member of the advisory councils of the [College of Charleston](#) and the [University of Florida](#), and was named one of Northeastern University's 100 most successful alumni. I have also co-authored "[What's keeping your customers up at night?](#)" which was published by McGraw-Hill in 2003 and has put thousands of readers to sleep over the years.

I'm proud to say that I've used my love of stand-up comedy to raise more than \$100,000 for countless charities. I'm just as proud to see Chris and Catharine, my two children, grow up to become successful professionals. I'm confident the family tradition will continue with my grandson, Adrian Joseph "A.J." Cody. May he outperform us all.

### **A sense of humor means:**

A person has the resiliency to deal with the realities of the modern world while maintaining his energy, drive, enthusiasm

and smile. Life's far too short. Loosen up