

PR Masters Series Podcast, Episode #22 – Ken Makovsky



Overview

[The Stevens Group](#) is pleased to present the podcast series that salutes the masters of public relations and revels in their observations, insights and advice to PR professionals. This 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. Today's guest is Kenneth D. Makovsky, President, [Makovsky](#).



About Our Guest

Kenneth D. Makovsky

President

Makovsky

Kenneth D. Makovsky is President of Makovsky (www.makovsky.com), one of the leading global independent integrated communications firms and one of the largest independents in New York. The company, founded in 1979, is headquartered in New York City, with divisions in financial + professional services, health, technology, energy and digital + innovation.

Ken has been named top business-to-business counselor in the public relations industry, a PR All-Star, PR Professional of the Year, PR Executive of the Year and PR Blogger of the Year. He was selected to receive the "SABRE Individual Achievement Award," NY PRSA's John Hill Award for Outstanding Achievement and was named "Communications Executive of the Year" by the American Business Awards. Ken was also selected as one of the "Top Ten CEO Bloggers" in the country by Chief Executive magazine.

Ken's blog, "My Three Cents," was carried for 5 years by Forbes, and it was also carried by Businessweek and various industry publications. Ken's articles have been published by leading magazines, and he has addressed business organizations and universities.

Mr. Makovsky is the founder and past president of IPREX, the second largest global corporation of independent public relations firms, in 56 cities and 32 countries.

Ken is a member of the College of Fellows, the honorary organization of the Public Relations Society of America; the Arthur W. Page Society, a public relations leadership organization; former co-chairman of the Board of the Institute for Public Relations Firms, the advisory committee of the

Newhouse School of Communications (Syracuse University) Public Relations Executive Distant Learning Program; the Advisory Board of *PR News*, and was formerly a member of the board of trustees of the Post Graduate Center for Mental Health. He is former president of the Washington University Alumni Club in New York and currently is a member of the university's National Council for Arts & Sciences.