

PR Masters Series Podcast, Episode #30 – Jeff Winton



Overview

The Stevens Group has been presenting the **PR Masters Series Podcast** for almost two years now. 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 special guest is **Jeff Winton, Founder and Chief Executive Officer, Jeff Winton Associates.**



About Our Guest

Jeff Winton established Jeff Winton Associates, a full-service

communications agency, in February 2020 after a four-decade communications and corporate affairs career with leading corporations and respected public relations and advertising agencies. Jeff's global experience spans highly diverse and dynamic industries, including pharmaceuticals, biotechnology, animal health, agricultural, consumer healthcare and consumer products.

Jeff previously served as Senior Vice President of Public Affairs at Alkermes plc, where he created and led a new function that encompassed corporate brand and reputation; corporate, product, internal, sales and R&D communications; patient advocacy; corporate social responsibility; and corporate events. Prior to this role, Jeff was Senior Vice President of Corporate Affairs at Astellas Pharma and responsible for building and evolving the company's corporate affairs function to better support its strategic priorities.

Earlier in his career, Jeff held global communications leadership positions at Eli Lilly and Company, Pharmacia Corporation (until it was acquired by Pfizer Inc.) and Schering-Plough Corporation (until it was acquired by Merck & Co, Inc.).

Jeff has received several prestigious industry awards throughout his career, including the 2017 Plank Center John Kotten Corporate Mentor Award, the first annual Public Relations Society of America (PRSA) Health Academy Excellence in Public Relations Award and the 2015 Chicago Skyline PRSA Professional of the Year Award. He is active in several professional organizations, including PRSA, The Seminar and Arthur W. Page Society. Jeff also serves on the board of advisors for The Plank Center for Leadership in Public Relations.

Jeff graduated with distinction from Cornell University in Ithaca, New York, with a Bachelor of Science degree from the College of Agriculture and Life Sciences, and currently serves

on its Dean's Advisory Council. Additionally, Jeff completed graduate level courses at Union Theological Seminary in New York City.

An avid equestrian who competes in several competitions across the country each year, Jeff belongs to several professional equestrian organizations.