

PR Masters Series Podcast, Episode #36 – Margi Booth



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 **Margi Booth, Chairman, M Booth**.



About Our Guest

Margi founded M Booth in 1985 to create innovative communications programs for highly respected consumer,

lifestyle, and corporate brands. Under her leadership, the agency's client roster has grown to include American Express, Unilever, Google, GE, Mercedes Benz, and Godiva, among others. In addition, her agency has been recognized by the Holmes Report as Creative Agency of the Year, and is one of nine companies cited in 2014 as the Best Place To Work by PR Week.

In 2009, Margi sold her firm to Next Fifteen Communications and assumed the role of M Booth's AWC (Active Working Chairman). In her new role, she is involved in setting the firm's strategic direction, client counseling and new business. Margi is also working with Next Fifteen to manage its talent and acquisition strategies.

She is a New York Women in Communications Matrix Award recipient for career advancement in public relations and was awarded the New York Public Relations Society prestigious John W. Hill Award for her demonstration of leadership in the practice of public relations. She is a founding member of the Council of Public Relations Firms, and serves as a board member of the Center To Advance Palliative Care, and the Community Resource Exchange.