

PR Masters Series Podcast, Episode #39 – Peter Finn



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 Peter Finn, Founding Partner at Finn Partners.



About Our Guest

Peter Finn plays the central role in the creation and ongoing initiatives of Finn Partners and the development of the practices and offices that now make up the global agency. Over

the years his contributions as Founding Managing Partner have included the recruitment of key executives, and the orchestration of domestic and global acquisitions of agencies specializing in technology, health, consumer marketing, tourism, education, professional and financial services, branding, public affairs and social and digital practices. He's developed a powerful team, acquiring top notch agencies and integrating them into the firm, building what began as a small agency in 2011 into one of the top independent agencies in the world.

Under Peter's direction, Finn Partners was selected by the prestigious Holmes Report as "Best New Agency" in 2012 and later was "Midsize Agency of the Year" by PR News and Holmes Report, and was named Health Agency of the Year by the Holmes Report in 2018 and was named one of the top Health agencies in the world in 2020. Finn continues to grow rapidly and is currently ranked by the O'Dwyer's report as the 4th largest US based independent PR firm. Through Finn's efforts, the firm has more than quadrupled in size over the past eight years and now has 20 offices around the world with almost 800 employees internationally.

Prior to launching Finn Partners, Peter was Co-CEO of Ruder Finn, Inc., He first joined Ruder Finn in 1976 and played a key role since the 1980s in turning the firm into one of the largest independently owned public relations firms in the world.

Peter is co-founder, with his wife Sarah, and Chairman of the Catskill Mountain Foundation, one of the largest arts organizations in the upstate New York, where he continues to work with many public officials at the local, state and federal level, impacting the region's economic development. He is the recipient of the 2017 Volunteer Lawyers for the Arts award.

Peter has a B.A. from Brown University and an M.A. from

Columbia University.