

PR Masters Series Podcast, Episode #10- Barby K. Siegel



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

Barby K. Siegel, CEO, Zeno Group

Under Barby's leadership, [Zeno Group](#) has experienced unprecedented growth and industry recognition for its creativity, highly-collaborative culture and defining its north star – Fearless Pursuit of the Unexpected. Step into any Zeno office and you immediately feel the high energy and special spirit that imbues the “Green Machine” every day.

Barby has represented clients in myriad categories, including personal care, packaged goods, food, beauty, health, automotive, fashion, retail, financial services and technology. She is passionate about the power of a ‘big idea’ to work across channels to influence behavior, impact the intersection of brand and corporate reputation and drive real business value for the clients that trust Zeno with their business.

Zeno was named 2019 Agency of the Year and Midsize Agency of the Year by *PRWeek* as well as 2019 Agency of the Year and Midsize Agency of the Year at the SABRE Awards North America. Zeno also received high commendation as 2017 *PRWeek* International Agency of the Year, was named a Best Place to Work by *PRWeek* in 2016 and 2017 and received the distinguished Platinum SABRE Award for ‘Best in Show’ at the 2017 SABRE Awards North America. The agency was recognized at the Cannes International Festival of Creativity in 2018, winning a Bronze PR Cannes Lion, and in 2016, winning a Gold Cannes Lion and a Bronze PR Cannes Lion.

In 2018, The Holmes Report honored Barby with their Individual Achievement Award. In 2017, Barby was named Global Agency Professional of the Year by *PRWeek* and inducted into their Hall of Femme. For the past six years, Barby has been named to *PRWeek*'s ‘Power List’ (2013-2019). Additionally, Barby is a Director on the Board for Year Up and the PRSA Foundation as well as a member of the Arthur Page Society.

But, Barby is most proud of the title "Mommy" to her two daughters, Matty and Mallory have put their own stamp on 'fearless'.