

PR Masters Series Podcast, Episode #6 – Ronn Torossian



[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

Ronn Torossian, CEO, 5WPR

Ronn Torossian is the founder and CEO of [5W Public Relations](#), one of the 10 largest independently-owned PR firms in the United States. With over 20 years of experience crafting and executing powerful narratives, Torossian is one of America's

most prolific and well-respected Public Relations professionals.

Since founding 5WPR in 2003, he has overseen the company's dynamic growth, expanding the company to more than 175 professionals in the company's headquarters in the iconic Helmsley Building in Manhattan. With clients spanning the corporate, technology, and consumer sectors, in addition to a robust crisis, digital marketing and public affairs offerings, 5WPR is regularly recognized as an industry leader and has been named "PR Agency of the Year" by the American Business Awards on multiple occasions.

Throughout his career, Torossian has worked with some of the world's most visible companies, brands and organizations. His roster of client experience includes work for L'Oréal, Unilever, Walgreens, SAP NS2, Sparkling Ice, KRUPS, Zeta Global, Sinclair Broadcast Group, Wendy Williams, and others. He also has represented top global brands including Coca-Cola, McDonald's and Microsoft.

His strategic, resourceful approach has been recognized with numerous awards including being named the Stevie's American Business Awards 2019 Entrepreneur of the Year, the ABA PR Executive of the Year and Ernst & Young Entrepreneur of the Year semi-finalist. Torossian is known as one of the country's foremost experts on crisis communications, and is called on to counsel blue chip companies, top business executives and entrepreneurs both in the United States and worldwide.

[Torossian](#) has lectured on crisis PR at Harvard Business School, has appeared on CNN & CNBC, was named to PR Week's "40 under Forty" list, is a contributing columnist for Forbes and the New York Observer, and his book, "For Immediate Release: Shape Minds, Build Brands, and Deliver Results With Game-Changing Public Relations" is an industry best-seller.

A NYC native, Torossian lives in Manhattan with his children.

He is a member of Young Presidents Organization (YPO), and active in numerous charities.