

## MARIL MACDONALD

['08 rank - #21]

CEO, Gagen MacDonald

Maril MacDonald's expertise in strategic employee communications and workplace performance enhancement is highly valuable in the current economic climate, contributing to her power. Her seeming desire to elevate communications to a business, rather than a marketing discipline is something that can only help to raise the profile of the industry. A visible figure within the Chicago community, MacDonald's position as president of the Arthur Page Society also gives her a prominent platform to speak about how the PR industry can innovate its offerings and become a valued business partner. Having worked with such clients as McDonald's and Johnson & Johnson, MacDonald has the ear of some of the largest companies in the world. She also serves as a trustee for the Institute for Public Relations.



## MELISSA WAGGENER ZORKIN

['08 rank - not ranked]

CEO, president, and founder,  
Waggener Edstrom Worldwide

The firm Melissa Waggener Zorkin cofounded 25 years ago as a two-person shop now has 700-plus global staffers and generates in excess of \$120 million in revenue. Once known as a tech specialist, it has made serious inroads in other sectors, such as healthcare and consumer PR. Spearheading this rise is a woman who earns high marks for vision and leadership. Zorkin, a champion of PR innovation who often speaks and writes about the topic, counsels some of the corporate world's biggest names, including Microsoft, for which WE serves as corporate AOR. Zorkin also serves on the board of directors at MercyCorps and on the board of ambassadors for the Fred Hutchinson Cancer Research Center.



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## STEVE LIPIN ['08 rank - not ranked]

Senior partner, Brunswick Group

Brunswick Group continues to top Mergermarket's list as the top handler of M&A deals, in terms of both volume and value, despite a drying up of the sector. In the first quarter of 2009, it reportedly handled deals valued at about \$1.37 billion. Steve Lipin, who is based in New York, is repeatedly cited as the stateside powerhouse of the UK-founded global firm. He oversees the US practice, which has been working to grow in recent years. That includes a significant buildup in its Washington office since the start of the year, as well as splashy hires, such as Jim Wilkinson, the chief of staff for former Treasury Secretary Henry Paulson. Lipin also brings in significant client work and directly oversees high-profile relationships. Last year, he handled the agency's work with InBev as it successfully acquired Anheuser-Busch. As those in financial services are now counseling clients to stop hiding out, perhaps this will be the year, Lipin, too, steps out to increase his profile.



## JOSEPH EVANGELISTI

['08 rank - not ranked]

Managing director, corporate  
comms, JPMorgan Chase & Co.

All eyes are on the banking sector and everyone is listening to the top communicator at one of its stalwarts. JPMorgan Chase's Joseph Evangelisti understands the business of his business and he brings that keen comprehension to all company messaging. Currently, efforts to underscore the



bank's viability are keeping him busy. In addition to leading all external outreach, Evangelisti is a member of the company's Brand Marketing Council. As an advisory board member at Columbia University's Master of Science in Strategic Communications, he imparts his knowledge on tomorrow's PR leaders.



## MARGERY KRAUS

['08 rank - not ranked]

CEO, APCO Worldwide

Margery Kraus founded APCO 25 years ago and it continues to succeed. Its 2008 global revenues grew more than 15% despite the recession. Kraus remains active, traveling worldwide to counsel clients and overseeing 500-plus practitioners in 29 offices. In December she will become chairman of The Council of PR Firms, where she is also a board member. She's a trustee at the Institute for Public Relations and the Arthur Page Society. In the past, Kraus was named PR Woman of the Year by the Washington Women in PR, but clearly her influence extends beyond the Beltway.

