



Makovsky Celebrates 40 Years as Global Leader in Independent, Integrated Communications

Family-Owned Firm Has Represented 1000 Clients; Garnered Nearly 300 Awards

NEW YORK CITY, NY, UNITED STATES, October 13, 2020 /EINPresswire.com/ -- Makovsky, one of the world's leading and oldest independent integrated communications firms, announced today the celebration of its 40th year in business. Originally founded in 1980, the family-owned firm has long been an independent-minded mainstay of New York's public relations world. It has represented about 1000 clients and won nearly 300 awards, reliably informing consumers, investors, policymakers and other stakeholders as the communications industry has seen both dramatic evolution and widespread consolidation.

"Communications is a sacred trust - be it between a company and its employees, shareholders, customers, industry peers, or the broader market," said Ken Makovsky, Founder, Chairman and CEO of Makovsky. "I founded Makovsky forty years ago with the belief that strategic communications, when well-implemented, has the power to enhance a brand's value and a company's reputation, stimulate innovation, and catalyze real organizational growth. Our achievements with a diverse portfolio of partners are a testament to that belief, and our relationships with our clients remain as sacred as ever in today's multifaceted and rapidly evolving business and communications landscapes."

After earning his Juris Doctor at the School of Law at Washington University in St. Louis, Ken Makovsky bypassed a career in law to focus instead on advocating for clients in the court of public opinion. With an emphasis on highly informed thinking and closely-embedded working relationships, Makovsky is known for its "deep specialization" in regulated industries including health, financial and professional services, energy and technology. Today it also has practices in innovation relations, public affairs and crisis communications.

Ken Makovsky also founded [IPREX](#), a global partnership of independent public relations firms in 30 countries and 40 cities in the U.S. IPREX is the second largest such organization in the world, enabling member firms to serve clients competitively on a global scale while retaining the agility and creative autonomy of an independent firm.

"Fundamentally, we help our clients solve complex communications problems," said Jack Kay, 40th Anniversary Chairman. "Communications is not a unilateral concern, but rather a cohesive

ecosystem that demands consideration across all facets of a business. We take great pride in our ability to see around corners for our clients, and it is our roots in intellectual curiosity and independent adaptability that enable us to provide that dynamic, lasting value.”

Clients over the past forty years have ranged from seed-level startups and publicly-traded multinational corporations to nonprofits and Fortune 500 blue-chip names in Makovsky’s areas of specialty. Notable partners have included BoozAllen Hamilton, GlaxoSmithKline, The JED Foundation, Schwab, Merrill Lynch, Pfizer, Bristol Myers Squibb, Russell Reynolds, Johnson & Johnson, Mazars, Abbott Labs, IBM, Merck, JPMorgan Chase, MetLife, Akin Gump, Itron, Travelers Group, Ernst & Young, KPMG, American Stock Exchange, Subaru of America, Marriott International, Mastercard International, Pier 1 Imports, Kmart Corporation, Neal, Beech-Nut, and Pepsi. To learn more about these partnerships, [visit makovskyfortyyears.com/testimonials](http://visit.makovskyfortyyears.com/testimonials) to hear from employees and clients first-hand about their work with Makovsky over the years.

Makovsky has been recognized as “Agency of the Year” and Ken Makovsky “PR Professional of the Year” and “Blogger of the Year” multiple times by industry organizations. He has been inducted to the PR NEWS Hall of Fame, and is a recipient of NY-PRSA’s John Hill Award for PR Excellence and the Sabre Award’s Individual Achievement recognition. Makovsky is also recognized for his industry-leading thought leadership, notable manifestations of which include the firm’s Wall Street Reputation Study and Energy Reputation Study, as well as a communications blog for Forbes and countless articles and speeches.

Makovsky, a trustee and former co-chairman of the Institute of Public Relations, is the sponsor of the IPR Makovsky Best Master’s Thesis Award and a sponsor of the Makovsky Mentor Award for NY PRSA. The former recognition encourages graduate study and scholarship in public relations through an annual competition to find the best master’s thesis. Entries are judged on their contribution to the advancement of research-based knowledge in the field of public relations, and the degree to which the research is relevant or has an impact on the profession.

As celebration of this anniversary continues, a series of expert panels led by Makovsky’s Practice Leaders will offer further insight into pressing issues facing our clients across industries. Please [check back on our website](#) for updates.

Jack Kay
Makovsky
+1 2125089629

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/528314433>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2020 IPD Group, Inc. All Right Reserved.