



Mark Macias

Macias PR
 349 Fifth Avenue - 4th Floor, New York, NY 10016
 New York: +1 646 770 0541 | London: +44 20 3289 7693
 Website: www.MaciasPR.com



MACIAS PR

Financial PR Firm of the Year

The world of financial public relations is changing rapidly as new regulation and technology disrupt the finance industry.

The outdated PR business model of writing a press release and distributing it on the newswires no longer ensures media coverage like it did a decade ago. In most cases, a press release today doesn't even land your business in the news section of Google.

Despite this industry change, most PR firms continue to stick with the outdated approach of writing and distributing press releases. They rarely bring creativity and innovation that is desperately needed in finance, but there is one public relations firm in New York that is completely revolutionizing the world of financial PR.

In only seven short years, Macias PR has grown from a small startup into a full-service public relations firm with clients across the USA, UK, Singapore, Israel, Canada, Brazil, Russia and Ukraine. Its client roster is just as diverse, spanning asset management, alternative assets, fintech, financial services in B2B and B2C, healthcare and technology.

But even more impressive are the results that Macias PR consistently delivers for its clients.

In 2016, Macias PR secured media placements for their clients with financial news organizations across the globe, including *The Financial Times*, *Barron's Magazine*, *The Wall Street Journal*, *CNBC*, *Fox Business*, *Bloomberg News*, *The Street*, *Reuters*, *US News and World Report*, *The American Banker*, *Kiplinger's Magazine*, *MSN Money*, *Wall Street Lawyer* and others.

It takes a deep understanding of the media to run a successful media campaign, but to secure prominent media placements for clients across different industries requires a special talent.

Macias PR is also innovating the financial PR industry.

Over the last year, Macias PR has organized hedge fund and private equity forums in New York and Connecticut that brought investors, fund managers and financial service firms together for seminars that explored emerging trends in alternative assets. Macias PR sponsored the forums and videotaped several of these panels that were published on investment and hedge fund news sites. Several service sector industries have sponsored hedge fund and private equity forums in the past, but Macias PR was the first firm to envision the event on video and syndicate the content to news organizations.

It is this innovation in client care, expertise in financial PR, deliverables within the media, strategic thinking and planning that has led Finance Monthly to name Macias PR the 2016 Financial PR Firm of the Year – USA.

ABOUT MACIAS PR

Macias PR was founded in 2009 by Mark Macias - a former Executive Producer with NBC and Senior Producer with CBS in New York. Macias is also author of the book, *Beat the Press: Your Guide to Managing the Media*, and current contributor with CNBC, where he gives PR advice and media analysis on business topics in the news.

Macias credits his time inside the media as the driving force behind his firm's success.

"Many executives and entrepreneurs believe that connections drive media placements," Macias said. "Yes, media connections help but a successful media campaign ultimately begins with a successful media strategy and an understanding of how the media works. The media jungle is a vicious animal when you are inside of it on a daily basis, pitching stories and debating story selection with other producers and journalists. That was my career and it's a strategy and insight that we bring to every client."

During his time in the media, Macias was somewhat of a boy wonder, becoming one of the youngest Executive Producers in NBC's history at the age 26.

As Executive Producer of Special Projects, Macias led the media strategy for WNBC – the flagship TV station for NBC – where he approved story ideas and scripts from reporters and producers. He was also the Executive Producer for a national business TV program that was syndicated by NBC. His programming style earned him 5 Emmy nominations and one Emmy in the category of News and Public Affairs.

"Mark, himself, is a very creative person, who comes up with fascinating angles on his pitches," said Scott Watson, the Chief Marketing Officer for Provident Loan Society, which has been a client of Macias PR for three years. "That's most likely because he listens. He takes the time to hear what I think is important to get out into the media and he finds a way to make it enticing,"

So what does Macias see in his firm's future?

"We just want to continue to help our client's grow their business and brand through the media," Macias said. "I have no desire to become the biggest PR firm in the world or USA. I just want to be the best."