



Six Questions

RONN TOROSSIAN

PRESIDENT & CEO, 5W PUBLIC RELATIONS

Why did you get into the business? I considered being a lawyer, or doing some sort of sociology work. But now I feel I have the best of all worlds; PR is a mix of journalism, psychology and lawyering.

What would you be doing if you weren't a publicist? Maybe a writer, though writing my first book taught me just how hard it is to make money from writing. When I was a kid I wanted to be a professional basketball player—my similar, unrealistic at this point dream job would be to serve as prime minister of Israel.

What was your shining moment? Without any question the best shining moment of my life would be the birth of my children—nothing compares. Professionally, there are so many highlights. As a self-made New Yorker, the grandson of Holocaust survivors, I am the American dream.

What was your biggest mistake? Growing a business very quickly, I didn't ever take a breath as 5WPR grew. I made mistakes. Of course, as I have seen NYC transform, another regret is not buying more real estate.

Do you have a secret lunch spot you take your clients to? My favorite lunch spot is a secret. But I can tell you for sure it isn't Michael's, where I'd see countless competitors. Breakfast is my favorite meal for business meals anyway.

What is your prediction for the industry in the coming year? The public relations industry is in the midst of a well-deserved growth stage—and it will continue to grow rapidly. 5WPR is one of the few firms owned by anyone under the age of 50. The future is only rising for us.



Joele Frank.

5 JOELE FRANK

LAST YEAR: N/A

EMPLOYEES: N/A

LEADERSHIP: Joele Frank, managing partner; Matthew Sherman, president

REVENUE: N/A

FOUNDED: 2000

There is a Joele Frank, and the ground reportedly trembles where she walks. Under her and president Matt Sherman, the firm's become a fearsome presence on its own. Along with handling more transactions than any other agency this year, Joele Frank has more than held its own in bloody, public client battles with activist investors from Daniel Loeb to Carl Icahn to Bill Ackman. And if there's a multinational corporation doing cartwheels for an acquisition or inversion, or trying to avoid one, there's a good chance Joele Frank Wilkinson Brimmer Katcher—the firm's mellifluous full name—is behind them.



Jack Leslie.

6 WEBER SHANDWICK

LAST YEAR: 4

EMPLOYEES: N/A

LEADERSHIP: Jack Leslie, Chairman; Andy Polansky, CEO; Gail Heimann, president

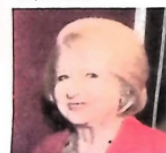
REVENUE: \$697.5M

FOUNDED: 1921

More than any other big shop, Weber Shandwick has conquered the brave new world where media relations meets content creation—witness its brilliant, in-house-generated "Live @ Sundance" daily streaming show. But the agency still kills it with old-fashioned campaigns, like the massively successful #Unapologetic push it created for Barbie. All of which explains why the firm's on double-digit growth tracks again this year under hyper-smart CEO Andy Polansky.



Andy Polansky.



Gail Heimann.

7 MAKOVSKY

LAST YEAR: 7

EMPLOYEES: 55

LEADERSHIP: Kenneth D. Makovsky, president

REVENUE: \$14.3M

FOUNDED: 1979

Quietly and firmly, industry guru Ken Makovsky continues to lead this giant among New York independents. What the firm lacks in sizzle, it makes up in authority and brains; financial-services and health care monoliths like Charles Schwab, Ernst & Young, Pfizer, J & J, Abbott Labs, and Citibank continue to tap them for counsel. A new digital production division, Skylabs, is taking Makovsky's no-nonsense approach multi-platform.



8 PMK BNC

LAST YEAR: N/A

EMPLOYEES: 250

LEADERSHIP: Cindi Berger and Michael Nyman, both chairman & CEO

REVENUE: N/A

FOUNDED: 2010

Showbiz holds that lore that PMK BNC CEO Cindi Berger started as a receptionist at the legendary entertainment PR firm. Her relentless drive has kept it at the pop culture forefront, with clients from Miley Cyrus, Lea Michele and Kings of Leon to Old Faithfuls like Sandra Bullock, Robert Redford and The View along with corporate giants Conde Nast Entertainment and Cole Haan.



Michael Nyman.



Cindi Berger.