

# PRWeek

## The next generation

► Talent has always been at the heart of the PR industry. Certain individuals can help attract new clients, grow existing business, and inspire colleagues. Such abilities are crucial as the industry competes with other marketing disciplines. Today's PR pros exhibit their talent in different ways – from traditional media relations to digital prowess to crisis communications. *PRWeek* profiled 40 PR pros, nominated by industry peers, who have achieved tremendous feats before they turn 40.



**BARRETT GOLDEN, 33**

*Partner*

*Joele Frank, Wilkinson Brimmer Katcher*

Barrett Golden, a founding member of the Joele Frank, Wilkinson Brimmer Katcher team and among the first group of new equity partners the agency named in 2005, has become a firm leader across a number of disciplines.

Golden has played a key role in deals such as Novartis' acquisition of Chiron and Adidas' acquisition of Reebok. She has been out front in crises like product recalls and earnings surprises, and has helped with high-profile shareholder activism situations such as MedImmune's response to Matrix Asset Advisors and Gateway's response to an investor group led by Firebrand Partners and Harbinger Capital.

She has also developed and implemented strategic financial communications for clients like Energy East, St. Jude Medical, and Eastman Chemical.

Golden also takes time out to train junior staffers, extending her value beyond today and into the future of the agency.



**MATTHEW SHERMAN, 33**

*Partner*

*Joele Frank, Wilkinson Brimmer Katcher*

At a time when shareholder activism is of concern to companies across the world, Matthew Sherman's understanding of the issue is an asset to his firm.

His communications approach combines knowledge of a client's issues with those of activist investors: what activists want, how they operate, and how companies can meet the challenge they pose.

Among his list of shareholder activist assignments, Sherman has worked with Motorola, Steve Madden, and Openwave Systems. In addition, Sherman implements investor and media relations strategies for unsolicited takeovers, proxy contests, and other special situations.

He has also advised on a number of transactions over the past 12 years, including the Conoco/Phillips Petroleum merger, General Mills' acquisition of Pillsbury, and Warburg Pincus' acquisition of Bausch & Lomb.