

New York's Top 50 Public Relations Agencies

Financial communications is booming, health care has a banner year and influence never goes out of style

By Michael Kaminer | 11/19/14 10:30am



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.

PR POWER LIST 2014

As Financial Communications Surges, a Look at Four Top PR Firms

By Michael Kaminer | 11/19/14 10:50am

How did financial communications—once the most snooze-inducing of disciplines—become the sexiest, sizzliest sector of PR?

Just check the news. Mergers and acquisitions make Page One. Corporate inversions are getting even penny-stock investors fired up. Activist investors like Bill Ackman and Carl Icahn have become heroes (or villains) on an operatic scale. And Alibaba's IPO got the same kind of play as the first lunar landing.

Since there's no such thing as a backroom deal in the social-media age, messaging actually matters to these companies now.



(Photo by Koichi Kamoshida/Getty Images)

Firm name: Joele Frank

Think of them as: The robots in Transformers

Big battles this year: Allergan, Verizon, Herbalife, JCPenney, Hertz, Endo Int'l

What our insider says: “Joele herself came to a new-business meeting I was in. Everyone was scared of her.”