

Mike McDougall, APR, Fellow PRSA, FAAO President

For three decades, Mike McDougall, APR, Fellow PRSA, FAAO, has provided communications and public affairs counsel to some of the world's most prominent multinational brands.

As the strategist behind leading edge programs that consistently set new industry benchmarks, his work has garnered prominent international recognition, including a combined 22 Public Relations Society of America (PRSA) Silver Anvils and Awards of Excellence—the Oscars® of the global communications industry.

Today, he is internationally recognized as a thought leader among corporate and agency peers, advancing new theories and techniques that are at the heart of the profession's evolution. McDougall is an in-demand industry speaker and educator and a contributing columnist for *PR News*. In recent years, he has addressed thousands of communications professionals via speeches, workshops and webinars. He's among approximately 400 practitioners elected to join the Arthur W. Page Society, the public relations industry's pre-eminent global organization for senior executives, and in 2015 was elected to the PRSA College of Fellows, often considered the pinnacle of achievement in the field. In 2022, he became a Fellow of the American Academy of Optometry—a rare distinction for non-optometrists.

In 2011, he founded McDougall Communications, a reputation and communications management firm serving clients across multiple industries in the Americas, Europe and Asia-Pacific, based in Rochester, N.Y.

Prior, he served as global vice president, Corporate Communications and Public Affairs, for Bausch + Lomb, leading the iconic eye health company through the most tumultuous period in its 158-year history. During his tenure, McDougall co-founded The Pediatric Cataract Initiative—a global initiative to eradicate childhood blindness that has been called the “gold standard” for corporate / NGO philanthropic programs. Citing his work to rebuild the organization's reputation with media, government officials, employees and customers—as well as to reinvigorate its global communications infrastructure—*PRWeek* named Bausch + Lomb a finalist for its 2010 In-House PR Team of the year honor.

From 2003 to 2007, McDougall held international leadership roles with Eastman Kodak Company. As worldwide market development director for digital cameras and devices, he united functional silos across the company's product teams and research groups to accelerate retailer buy-in. While worldwide director of products and services public relations at the photography giant, he developed groundbreaking communications strategies for the company's complete range of consumer digital products and services. McDougall was responsible for some of Kodak's most prominent digital introductions, ranging from home photo printers and inkjet systems to cutting-edge WiFi cameras — key elements of a 40-country program that restored the company's reputation and market presence during the mid-2000s.

While at Kodak, McDougall was named to the Consumer Electronics Association's Board of Industry Leaders and chaired its 300-company digital imaging division.



Before moving in house, McDougall was director of operations and public relations at Buck & Pulleyn, Inc. During his nearly six-year tenure at the PR and advertising firm, he served clients such as Johnson & Johnson, Bausch + Lomb, Xerox, Kodak, Corning Semiconductor, and Constellation Brands while growing the public relations practice by more than 800 percent. He also led the agency to considerable national and international recognition, including being named *PRWeek's* Boutique Agency of the Year in 2002, and a top 15 spot on *The Holmes Report's* "Best Places to Work in PR" ranking.

In the mid-1990s, McDougall was one of the first practitioners to utilize the World Wide Web as a public relations tool, pioneering blog-based campaigns a decade before they entered the mainstream. As the technology accounts supervisor at Giles Communications from 1995 to 1997, his innovative programs for clients such as Japan's Yamaha Corporation were instrumental in transforming the CD-R industry from a data-centric to a music-centric focus, helping spark the widespread consumer CD/MP3 ripping/burning phenomenon.

He began his public relations career in the Boston area, interning at Lois Paul & Partners and the New Boston Garden Corporation.

In addition to Silver Anvil recognition, his communications programs have received some of the industry's most prestigious honors: *PRWeek's* High-Tech Launch of the Year Award, the Silver SABRE, PRSA Bronze Anvils, and *Inside PR's* Creativity in Public Relations Award. He is a senior judge for several of the profession's elite global awards competitions.

He currently serves on the boards of directors for Causewave Community Partners, the American Diabetes Association (Upstate New York), and Genesee Country Village & Museum (*emeritus*), and is a member of the marketing and engagement committee for the George Eastman Museum. He is a past president of the Rochester Downtown Host Club of Lions Clubs International.

McDougall is a past national leadership assembly delegate and past president of the Rochester chapter of the Public Relations Society of America. He is a member of the Society's National Honors & Awards committee and its Voices4Everyone civic engagement committee.

McDougall graduated summa cum laude with a bachelor of science in communication (public relations concentration; international relations minor) from Boston University. In 2000, the Rochester Business Journal named him as one of the most influential executives under the age of 40 in the greater Rochester, N.Y. region.

McDougall lives in Honeoye Falls, N.Y. with his family.

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