

Public Relations News From Berk Communications, Feintuch, Finn Partners and More..

Berk Communications Adds Marisa Carstens as SVP

By Aaron Sarno
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Marisa Carstens just joined Berk Communications in New York as a Sr. Vice President working with strategy, client service functions, and portfolio growth with their travel, tech, and consumer clients. Berk is a boutique PR agency offering full-service efforts in sports, lifestyle, travel, event planning, and entertainment sectors. Previously, Carstens was in charge of the consumer practice for Text100, as well as in other leadership positions at American Express in their Corporate Communications division, and Harrison Shriftman working with lifestyle, hospitality, beauty, real estate, and food and beverage clients.

Feintuch Communications Now PR AOR for Healbe

Healbe combines health and fitness with technology with their GoBe™ and GoBe2™ wearable fitness trackers to help with weight loss and wellness. Feintuch helped the company with their recent introduction of the GoBe2™ on a project basis but connected well enough to get signed as the company's AOR. Healbe first debuted their products in 2012 as developed by their three founders in partnership with both Algorithm Innovation and the Technological Consulting Center of St. Petersburg (Russia) introducing their "automatic body manager" fitness tracker that non-invasively monitored calorie intake and body water levels through the skin at the wrists of users.

Former Weber Shandwick Manchester Managing Director Launches New PR Agency

Weber Shandwick's Manchester office replaced their managing director a year ago with Heather Blundell after Jo Leah left that post where she led the office for two decades. Now she's opened her new agency in the city center called The Little Big Agency to specialize in company reputations, brands, and people and places using consultation, activation, and strategic communications. The new agency already has signed several clients and an agreement with littleBIG Marketing and PR (Australia) founded by Sally Harley to collaborate on client efforts.

AMERICAN EVOLUTION Campaign Commemorating Virginia in 2019 Chooses Finn Partners and Spectra as AORs

More than 20 events and nine legacy projects are planned for a 2019 commemoration in Virginia showing off their global leadership in education, economic development, and tourism. They've selected both Finn Partners and Spectra by Comcast Spectacor for PR, fundraising programs, and assorted other activities around the State's efforts that will be happening over several years and celebrating the events of 1619 moving this country toward democracy, opportunity, and diversity.

Happenings scheduled for this year include a March to Mother's Day celebrating 12 Virginia women's influence on history while drawing attention to the Virginia Women's Monument. Also the Annual Tom Tom Founders Festival (April 10-16), and Virginia Arts Festival (May 6 and May 19).

2017 Hall of Femme Honorees Named by PRWeek

Nine women have been named for setting the gold standard in the marketing communications industry as well as in their organizations. Honorees were selected because they challenge the status quo, inspire and mentor for the next generation of female leaders, and pursue creative excellence. They have all worked with top agencies and brands globally and raised expectations for PR professionals. PRWeek's April issue will include information on all nine ladies.

Those who have been chosen include Ruder Finn CEO Kathy Bloomgarden; Northwestern Mutual's VP of communications and corporate affairs Kimberley Goode; executive chairman and founder

of APCO Worldwide Margery Kraus; Havas PR North America CEO and chair of Global Collective Marian Salzman; Zeno's CEO, Barby Siegel; PR Council President Renee Wilson; WE's founder and CEO Melissa Waggner Zorkin; Raytheon's VP of corporate affairs and communications as well as chief creative officer Pam Wickham; and Aflac's SVP of corporate communications, Catherine Hernandez-Blades.