

CRAIN'S

NEW YORK BUSINESS

CRAINSNEWYORK.COM | MAY 24, 2021 | CRAIN

From multinational corporations to the mom-and-pop shop down the block, from multicampus hospital systems to the local nonprofit, sooner or later—whether on a daily basis or in an hour of crisis—most enterprises and organizations must find the right way to let the world know they're open for business, ready to serve ... or not to blame.

For anyone working in marketing and public relations, these can be challenging tasks in the best of times, let alone in an era fraught with sharp division. But in the spiritual center of both professions, New York City's message-shaping forces have more than proved their mettle in the face of Covid-19, racial injustice, climate change pressures, backlash against technology and the politicization of pretty much everything.

In selecting the 65 individuals for the 2021 list of Notables in Marketing and PR, Crain's sought to salute the talented professionals who are especially skilled at gauging sentiment, crafting stories and reaching audiences both broad and narrow. Hailing from an array of firms across a variety of sectors, working as both hired hands and in-house specialists, these accomplished individuals represent the leading edge of their industries.

To find these honorees, Crain's consulted with trusted sources in the marketing and public relations fields and in the New York City business world. Nominations submitted by individuals and companies in the metropolitan area were meticulously vetted. Ultimately, the honorees were selected for their professional achievements and their involvement with industry and community organizations.

CRAIN'S NEW YORK BUSINESS 2021 NOTABLE NOTABLE IN MARKETING AND PR

PATRICK McCARTHY

Senior Vice President and Head of North America Marketing and MarTech
City National Bank

Patrick McCarthy has proved a godsend for City National Bank during the pandemic. As its senior vice president and head of North America marketing and martech, he typically leads a team responsible for its brand marketing, content development, digital marketing and social media campaigns. But with the world turned topsy-turvy this past year, McCarthy and his colleagues worked on the redesign of a banking app, which was very well received by City National clients. In addition, he contributed to the development of an online portal that enabled the bank to process Paycheck Protection Program loan requests. McCarthy has served as an adviser to Out in Tech, the largest nonprofit group of LGBTQ+ tech leaders in the world.



CITY NATIONAL BANK
AN RBC COMPANY