

PR PowerList 2009

THE DEFINITION OF POWER IN THE PR INDUSTRY IS SOMETHING THAT IS HEAVILY INFLUENCED BY CURRENT EVENTS AND BUSINESS TRENDS. During this challenging time, **PRWeek's senior editors** weigh the different criteria to help determine this year's ranking of 25 industry leaders.

RAY KOTCHER

['08 rank - not ranked]

CEO, Ketchum

As CEO of Ketchum since 2000, Ray Kotcher has helped to instill a spirit of creativity and commitment that has garnered the firm plenty of buzz over the past year. In fact, Kotcher helped lead the development of three of the agency's key offerings: Ketchum Digital, Women 25to54, and Ketchum Influencer Relationship Management. Given Ketchum's recent merger with Pleon, he will now have control of a major global player in PR. Kotcher's influence also extends beyond the agency. As a second-term chairman of the Council of PR Firms, he has the opportunity to effectively communicate the value that PR agencies can bring to their clients.



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PASSION AND PRECISION IN COMMUNICATION