

DALE BORNSTEIN

M Booth CEO Dale Bornstein is a passionate and accomplished marketing and public relations leader whose career in public relations began in 1986 when she joined Ketchum as an assistant account executive. She quickly rose through the ranks and built a reputation as one of the agency's top consumer creative talents, playing a central role in winning and running flagship pieces of business such as FedEx, where she led an awardwinning execution across 20 global markets, and the Olympic Torch Relay, in support of the 1996 Olympic Games.

Dale was named a Partner in 1996 when Ketchum was acquired by Omnicom and became the director of Ketchum's flagship New York office in 1999 and held that role through 2005. She oversaw strategy and operations, drove growth and profitability, expanded and built new capabilities, as well as expanded the scope of the global brand practice. She collaborated with the Thunderbird School of Global Management, developing and launching an intensive MBA-like program to build marketing acumen among senior global brand practice leaders.

In 2002, Dale was named to the nine-person, global executive team and drove agency strategy for over a decade.

Dale became head of Global Practices in 2005 and held that role until 2013, during which time she was named Senior Partner. Under her leadership, she revitalized global practices providing vision and strategic direction and senior client support across the food, corporate, brand, technology and healthcare practices. Dale became known as an empowering mentor with a passion for innovation and attracting and unleashing talent.

In 2013, after a 25+ year career at Ketchum, Dale was recruited by Next Fifteen Communications as the successor for Margi Booth, the eponymous firm's founder. She took the reins of M Booth and led the firm's drive towards integration and expansion, deepening and building new capabilities and recruiting best-in-class talent, resulting in the agency's most successful period of client acquisition and revenue growth. The firm has doubled in size under Dale's leadership, attracted diverse talent and won every major industry award for both the agency and its clients.

M Booth's specialties include Integrated Marketing, Digital and Social Marketing, Public Relations, Research, Insights, Analytics, Creative, Entertainment and Sports Marketing, CRM, Earned and Paid Media, Content, Design, and Senior Counseling Expertise in Corporate, Issues/Crisis, Food, Health and Wellness, Fashion, Beauty, Lifestyle, Consumer Tech, Spirits, Small Business, Travel, Education and much more. The firm's unique approach to audience segmentation – called Micro-tribe Marketing – earned the agency the industry's "Best in Thought Leadership" kudos in 2017.

Dale believes that people who live inspiring lives do inspiring work. This philosophy is at the core of M Booth's employee-centric culture, where staff are encouraged to pursue their passions and apply that inspiration to driving client success. She is a tireless culturebearer fostering a creative, entrepreneurial, fun and rewarding work environment that has been recognized multiple times as one of the industry's "Best Places to Work" and "Best Mid-Sized Agencies." Dale has been named to PRWeek's "Power List" twice over the last two years and the agency has won over 40 industry awards since 2015. She is currently serving a 3-year term for the Public Relations Council (PRC) and recently conceived and co-led the launch of the PRC Next, a "shadow board" for the industry's emerging leaders. She also helps champion the Council's SHEQUALITY initiative.

Dale is a founding member of the strategic advisory board for the Department of Communications at her alma mater Cornell University. She was awarded the department's Outstanding Service Award in 2016 and named Outstanding Alumni in 2013 by the College of Agriculture and Life Sciences (CALS). She was also named to the Cornell Presidents Council in 2012 and the President's Council of Cornell Women in 2017. She served as a founding board member for Second Chance Toys, a not for profit launched in 2005 that recycles and reuses plastic toys for underserved children. When she looks for inspiration, you can find her on the ice under the watchful eyes of her figure skating coach or on the tennis court with her husband, 12-year old son Carson and Pomsky Baxter.