

LUBETKIN & CO. COMMUNICATIONS, LLC
COMMUNICATIONS, PUBLIC RELATIONS & TECHNOLOGY COUNSEL

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Steven L. Lubetkin, APR, Fellow, PRSA
Managing Partner



Steven L. Lubetkin, APR, Fellow, PRSA, the managing partner of Lubetkin & Co., is a technology-savvy veteran of more than 25 years in corporate and financial communications.

He has experience in both print and broadcast journalism, and an extensive background in reputation management, financial media relations, product media relations, speech and testimony writing, seminar and conference planning, issues management, and crisis public relations. He is a nationally published author and a frequent speaker at conferences and meetings on technology, financial communications, and public relations topics.

He is the host and producer of three Internet-distributed audio programs, or “podcasts,” on such diverse subjects as public relations, technology, and books/authors. Lubetkin & Co. Communications is the leading producer of podcast programming for business and organizational clients, including Sun National Bank, Rutgers University, the New Jersey Bankers Association, and the Public Relations Society of America.

Steve re-established Lubetkin & Co., his communications, public relations, and technology trend consulting practice, following the successful completion of the Bank of America-Fleet merger transition, during which he led the national media relations team for the Consumer Segment of Bank of America. Among other things, he successfully managed a pro-active media relations outreach program to explain to journalists the impact of the FDIC’s complicated methodology for analyzing retail bank deposit trends, resulting in positive news coverage for Bank of America in business publications and major newspapers around the country.

Before that, as Vice President and Director, Corporate Communications, for Fleet Bank’s New Jersey and Pennsylvania franchise, Steve had communications oversight responsibilities for Fleet Insurance Services, Fleet’s insurance brokerage and employee benefits consulting business in Cranford, NJ, and Fleet Credit Card Services, Horsham, PA, a position he assumed following Fleet’s 2001 acquisition of Summit Bancorp. In this capacity, he helped mitigate a potentially damaging *Wall Street Journal* story about arbitration of credit card disputes.

In June 2000, he was named Vice President and Director, Corporate Communications for Summit Bancorp, then a \$39 billion diversified financial services firm in Princeton, NJ. He reorganized the corporate communications department, enhanced the content and quality level of internal and external communications, and positioned the company for additional favorable press coverage of its strong brand franchise -- and then switched gears to help handle merger communications as the bank was acquired less than three months later, by FleetBoston Financial in a \$7 billion takeover announced October 1, 2000. His efforts to build relationships with the financial journalists covering the merger earned him praise from reporters at the *Newark Star Ledger*, *Bergen Record*, and *Philadelphia Inquirer*, among others.

He joined Standard & Poor's, the world's largest debt rating organization, as a senior speechwriter in 1991. From 1992-2000, as director of communications in Standard & Poor's Communications Department, he provided senior level communications counsel to Standard & Poor's executives and business units around the world. He also co-managed Standard & Poor's Seminar Programs unit, which annually produces more than two dozen meetings and conferences for investors and investment bankers. He also built extensive relationships with reporters covering the world's financial markets at major national business publications like the *New York Times*, *Wall Street Journal*, *BusinessWeek*, *American Banker*, and *The Bond Buyer*.

He was a frequent article contributor to *Standard & Poor's CreditWeek*®, Standard & Poor's flagship publication, writing on such complex subjects as ratings of asset-backed securities, Japanese banks, and global project finance ratings. Steve also participated in the publication's editorial advisory board.

Steve previously worked for Consolidated Rail Corporation, one of the nation's largest freight railroads; and Unisys Corporation, one of the world's largest computer systems and services firms. At Conrail, he helped orchestrate management's successful media relations strategy that persuaded Congress to privatize the company through a public stock offering (which took place March 26, 1987. Until 1993, this was the largest initial public offering in U.S. history). His article on the media relations campaign behind the Conrail privatization process appeared in the Fall 1995 issue of *The Public Relations Strategist*, a quarterly publication of the Public Relations Society of America.

Throughout his career, he has written numerous speeches, articles, and Congressional testimony for Fleet, Summit Bancorp, Standard & Poor's, and Conrail senior executives, including an opinion article for Standard & Poor's president published in the Sunday *New York Times*. He served for five years (1991-1996) as recording secretary for the rating agency's senior level policy-making body, the Rating Policy Board.

In 1999, in recognition of his service to the public relations profession and his track record of accomplishments, Steve became (at age 42) the youngest PR practitioner elected up to that time to

the PRSA College of Fellows. From January 2003 to December 2005, he served on the PRSA National Board of Directors.

His journalism background includes broadcast news reporting at WJLK and WRLB radio in New Jersey, and print reporting at the *Asbury Park Press* and the *Red Bank Register*. He was also a stringer/contributor to the *Associated Press* print and broadcast services.

Steve holds an MBA (1994) from the University of Phoenix/ONLINE, a pioneering institution of higher education offering advanced degrees through computer-accessed distance education classes and a BA (*magna cum laude*, 1978) in Spanish and Philosophy from Monmouth College (now Monmouth University), West Long Branch, NJ.

Steve lives in Cherry Hill, NJ, with his wife, Judy, and two daughters, Sharon and Michelle.

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