



## 2024 Page Annual Conference



**Bobby Amirshahi**  
**Head of Corporate**  
**Communications, Social Impact,**  
**and Government Affairs, Macy's,**  
**Inc.**

Bobby Amirshahi is the senior vice president of corporate communications at Macy's, Inc., one of the nation's premier retailers. Through its iconic nameplates – Macy's, Bloomingdale's and Bluemercury – the company offers a comprehensive digital and national footprint to serve its customers. Amirshahi oversees all aspects of internal and external

communications for the company, including crisis, issues and reputation management, colleague communications, financial communications, government affairs, corporate giving and social impact.

He also leads public relations for the Macy's consumer brand, including iconic events such as the Macy's Thanksgiving Day Parade, the Macy's 4th of July Fireworks and the Macy's Flower Show.

In 2022, he played a key role in developing and launching Mission Every One, the company's \$5 billion social purpose platform that aims to build a more equitable and sustainable future.

Prior to joining Macy's, Inc., he held senior communications positions at Univision Communications Inc., Time Warner Cable Inc., and Cox Enterprises Inc. where he led campaigns for various media and entertainment brands and businesses. Amirshahi also led West Coast publicity for Viacom's Comedy Central and Spike TV brands out of Los Angeles. He serves on the Board of Directors for NRF Foundation



and Girls, Inc., two nonprofit organizations that support education and empowerment for young people.

Amirshahi earned a bachelor's degree in History from The College of William & Mary in Virginia.