



2024 Page Annual Conference



Mike Doyle
President & CEO, KETCHUM

Mike Doyle leads one of the world's top communications consultancies, with offices and affiliates in more than 70 countries. He and his colleagues help companies tell their stories, connect with the people they care about most and use communications to inspire action. Mike has helped clients launch products and services, merge or acquire new companies, navigate issues and crises and determine their purpose in an increasingly competitive, connected and

consumer-empowered global society. He is the executive sponsor for Omnicom's global OPEN Pride employee resource group and serves on the global Board of Directors for GLAAD, the world's leading organization dedicated to accelerating acceptance for the LGBTQ+ community. Mike is also a member of the Arthur W. Page Society, the foremost professional association for senior communications executives and educators.

With more than two decades of experience in the field, Mike has partnered with clients in a variety of industries to advance and protect their corporate and brand reputations. He has led or joined global teams servicing brands including Target, Hewlett Packard Enterprise, FedEx, Mastercard, Wendy's, Pfizer, IKEA, Bank of America, Dow Chemical, Procter & Gamble and Pernod Ricard. He began his Ketchum career in the agency's Washington, D.C. public affairs and issues management practice, where he worked on corporate social responsibility efforts, activist and NGO engagement.



Mike's career has been a long series of valuable experiences, thanks to deep and important client engagements and opportunities. He served as a media consultant to the Office of the Minister of Public Enterprise during the privatization of the Egyptian economy in the late '90s. He led Ketchum's relationship with the New York Stock Exchange during successful and tumultuous times, among them the tragic events of 9/11 and the ouster of the Exchange's chairman and CEO. He served as vice president of corporate communications at NBCUniversal, where he led strategic communications for the network's digital division and international channels and was on a taskforce dedicated to combating piracy and intellectual property theft in the earliest days of that seismic issue. And he was Omnicom's delegate on the steering committee to create the World Economic Forum's Partnership for Global LGBTI Equality, supported by the Office of the United Nations High Commissioner for Human rights and launched in January 2019. In 2007, he was named to the first-ever PRWeek "40 Under 40" list.

Mike is a native of suburban Philadelphia, Pennsylvania and a magna cum laude graduate of Muhlenberg College. He and his husband, Bret Kobler, split their time between New York City and Asbury Park, New Jersey.