



## 2025 Page Annual Conference



**Bob Feldman**  
Founder, The Dialogue Project at  
Duke University

Bob Feldman, a well-known senior marketing and communications executive, is the founder of the [Dialogue Project at Duke University](#), a program that engages the world's business leaders on what role business can play to reduce polarization in society, improve civil discourse and create a more productive climate for business. Prior to founding the program, Bob was vice chair of ICF Next, a worldwide

marketing and communications firm. Bob joined ICF as part of that company's acquisition of PulsePoint Group, a communications management consulting firm Bob founded in 2007. Earlier in his career, Bob was with DreamWorks Animation SKG as the company's first head of corporate communications and corporate marketing. Prior to that, Bob lived in New York and was for eight years president and chief executive of WPP's GCI Group. Before that he held senior positions with Ketchum and Burson. In 2019 Bob received the Page Society's "[Distinguished Service Award](#)," granted annually to the professional who has "strengthened the role of public relations in business and society" and advanced the state of the corporate communications practice.