



2025 Page Spring Seminar



Margery Kraus
Founder & Executive Chairman,
APCO Worldwide

Margery Kraus, a globally recognized master storyteller and communications innovator, is the founder and executive chairman of APCO, a global advisory and advocacy consultancy headquartered in Washington, D.C. She has deep expertise in providing strategic counsel on issue-based communication, crisis management, market entry and corporate reputation across diverse industry groups.

Margery founded APCO in 1984 and transformed it from a company with one small Washington office to a multinational consulting firm in major cities throughout the Americas, Europe, the Middle East, Africa, and Asia. She has led the company through numerous transitions, including overseeing a management buyout in 2004, which made APCO one of the largest privately-owned consulting firms in the world and the largest that is majority women-owned. In addition, she pioneered one of the industry's earliest practices in corporate responsibility and the development of public/private partnerships.

Prior to starting APCO, Margery assisted in the creation and development of the Close Up Foundation, a multimillion-dollar educational foundation sponsored in part by the United States Congress. She continues to be involved with the foundation by serving on its board of directors.

Margery's achievements have been recognized over the years through a number of prestigious awards, including the American University Cy Ansary Medal (2024); the



Multicultural Media & Correspondents Association (MMCA) – Sheroes in Media the Lifetime Achievement Award (2024) Public Relations Society of America (PRSA) New York – John W. Hill Award (2024); PRWeek U.S. Power List (2024, 2023, 2022, 2021, 2020); the 2021 IWEC Foundation Award; Women Elevating Women – Communicate Pillar Award (2023); Enterprising Women of the Year Award (2019); PRWeek Top 20 Most Influential Communicator (2018) award, recognizing leaders who have shaped the PR industry over the past two decades and many others.

Margery is active on other institutional and corporate boards and committees. She is chairman of the board of the Women Presidents' Organization; serves on the international advisory board of Tikehau Capital, the social responsibility advisory board of Univision Communications Corporate, the advisory board of Enterprising Women magazine and Fortune Global Forum. She also serves as a trustee of American University, the Catherine B. Reynolds Foundation, and the Institute for Public Relations. She serves as interim chair of the WAMU Board of Advisors.

Margery previously served as a trustee for Northwestern Mutual for more than a decade. In addition, she is a past chairman of the Public Affairs Council and the board of directors of the PR Council. She also served on the advisory board of the J.L. Kellogg Graduate School of Management at Northwestern University, as well as the steering committee of the school's Center for Executive Women.

Margery has been married to her husband, Steve, for more than fifty years, is a mother of three, and has nine grandchildren. She is the author of *Roots and Wings: Ten Lessons of Motherhood That Helped Me Create and Run a Company*.