



2026 Page Spring Seminar



Bobby Amirshahi
Senior Vice President, Corporate
Communications + Public Affairs
Macy's, Inc.

Based in New York City, Bobby Amirshahi is the senior vice president of corporate communications and public affairs 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, media and 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. 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 the



Board of Trustees for Page, a global professional association for senior strategic communication leaders.

Amirshahi received a BA in History from The College of William & Mary. He resides in New Jersey with his daughter.