

## Access to Experts



**Steve Zenofsky, APR**  
Assistant Vice President  
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With two decades of public relations experience in the corporate, non-profit and healthcare sectors, Steve Zenofsky, APR, is assistant vice president and manager of public relations for FM Global ([www.fmglobal.com](http://www.fmglobal.com)), one of the world's largest business property insurers. He has worked for the Johnston, R.I. USA-based company since 1997.

Zenofsky oversees public relations strategy, execution and reputation management for the \$5-billion company, which serves FORTUNE 1000 clients in more than 130 countries. He is the recipient of a 'Best Global PR Campaign Award' from *PR News*, a *PRWeek* award finalist for 'Global Campaign of the Year' and a winner of a Bronze Anvil Award from the Public Relations Society of America (PRSA). He also is a sought after speaker at public relations conferences and universities.

Zenofsky serves in numerous senior leadership roles with PRSA and is 2012 chair of its Corporate Communications Professional Interest Section. He is a member of the Conference Board's Council on Corporate Communications Strategy II and served on the organization's Research Working Group on Managing Reputation Risk.

He holds a bachelor's degree in journalism from the University of Rhode Island, Kingston, R.I., USA.

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