

JOHN ARMATO
SENIOR VICE PRESIDENT AND SENIOR PARTNER
CREATIVE STRATEGIST
FLEISHMAN-HILLARD NEW YORK & SACRAMENTO

John Armato is a consumer marketing veteran who provides strategic counsel for corporate, nonprofit, and association clients. Known as a creative thinker, passionate presenter, and insightful facilitator, he divides his time between both coasts, helping organizations position their brands, develop their messages, and generate effective ideas for achieving their business objectives. With more than a decade at Fleishman-Hillard, 20 years in communications, and a lifetime of creative pursuits as a musician, graphic designer, and writer, Mr. Armato brings an eclectic perspective to his work.

Mr. Armato has led or been an integral part of teams working with major general consumer, food, and healthcare brands and companies such as Procter & Gamble, Hallmark, H&R Block, Subway Restaurants, Universal Orlando Resort, Visa, Dunkin' Brands, and Genentech, as well as associations and organizations such as the Egyptian Tourism Authority, U.S. Potato Board, National Association of Insurance Commissioners, and The Wharton School.

Mr. Armato is a member of Fleishman-Hillard's Writers Group, Marketing Communications Practice Group, and Travel and Tourism Practice Group. He has a diverse communications background — including journalism, advertising, graphic design, and public relations — that has yielded work recognized with dozens of honors (including two Silver Anvils, the “Oscar” of the PR profession) from a wide range of organizations.

Some of his award-winning work includes the creation of a nontraditional outreach program for Subway that allowed thousands of consumers to request daily motivational phone calls recorded by weight-loss inspiration, Jared Fogle (“The Subway Guy”) for an entire month, helping to boost sales in the otherwise slow January time period. Mr. Armato also worked on the launch of Hallmark's “Warm Wishes” line of greeting cards, which helped Hallmark earn back market share eroded by discount card shops. The program earned a Silver Anvil for effectiveness in shifting consumer perceptions.

Mr. Armato has media-trained Olympic athletes and corporate executives for interviews ranging from “The Oprah Winfrey Show” to local newspapers, and is a go-to writer for unique projects, ranging from a song about the nutritional value of potatoes (Potato Power!) to style guides and corporate histories.

Mr. Armato is in demand to lead “big idea” brainstorm sessions, which he has done for such clients as Hallmark, Gatorade, Visa, and Novartis. He also designs and delivers professional development programs related to the creative process, plan development, and writing. He is a popular speaker across the Fleishman-Hillard network and at client meetings and professional conferences. His training programs and keynote presentations have been featured at the Wharton School, Catholic Healthcare West, CIGNA,

Philanthropy Midwest, PRSA Teleseminar, Ragan's Strategic Media Relations conferences, and others. His current presentations include:

- Think Inside The Box (the creative process)
- How to Run an Effective Brainstorm (principles of Think Inside the Box plus tips and techniques)
- Next Inside The Box (issues, trends, attitudes, and technologies changing how we communicate)
- Anatomy of a Plan (frequently misunderstood basics of plan writing)
- Smart Words, Passionate Words (writing: mindset and tips)
- The Essential Counselor (insights on the role of PR pros)

Mr. Armato is a member of the Agency Marketing Committee of the Council of Public Relations Firms and maintains a blog on the creative process, communications, and a life of ideas titled "Think Inside The Box" at www.johnarmato.com/blog.

Before joining Fleishman-Hillard in 1996, Mr. Armato was senior copywriter for a national marketing communications firm that specialized in the hospitality industry. Before that, he was director of community relations for Avila College in Kansas City, Missouri. A graduate of the University of Missouri-Kansas City, Mr. Armato also is a professional musician and serves on the board of trustees of VanderCook College of Music in Chicago.