

Company: HAVAS PR North America

Company Description: Award-winning New York-based agency HAVAS PR North America is part of the HAVAS PR Network, the PR and communications arm of HAVAS Group. Next year will mark our 50th year in operation. Today we have 215 employees and offices in New York, Los Angeles, Phoenix, Pittsburgh, San Diego, Denver, Chicago and Miami.

Nomination Category: Management Categories

Nomination Sub Category: Executive of the Year - Advertising, Marketing & Public Relations

Nomination Title: Dara Busch

1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:

Video of up to five (5) minutes

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

Dara video: <https://youtu.be/iPKmuzRhags>

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the nominee's accomplishments since 1 January 2023:

Total 649 words used.

In June, Dara Busch will have helmed HAVAS PR North America for one year. Not only has she demonstrated exceptional leadership as our CEO, but she's established trust and rapport from the ground up, having come to us from 5W, where she was co-CEO. Dara now oversees both the HAVAS Red and HAVAS Formula agencies, which are 215 employees strong, with offices in New York, Los Angeles, Phoenix, Pittsburgh, San Diego, Denver, Chicago and Miami.

Already, her vision and expertise have elevated our culture, our outputs and the brands we serve. She identifies her biggest success as dismantling the silos that existed around sibling agencies HAVAS Red and HAVAS Formula. "We're better together than we are separate and competing," says Dara. "We're turning bigger opportunities into bigger wins."

Under Dara's leadership, our agencies are aggressively reinventing PR with a merged-media approach fed by her commitment to creative and strategy (two things that are also better together). This is leading to transformational work for clients like Sony and OGX, while also creating new business opportunities.

Dara's impact extends beyond business success; she's a mentor and innovator and a driving force for progress in our industry. She was previously honored by the American Business Awards as 2023's Woman of the Year: PR and Marketing. She's also been named among Campaign's 2023 U.S. Inspiring Women and Female Executive of the Year in the PR & Communications category by the TITAN Women in Business Awards.

An emphasis on personal relationships is central to Dara's approach. Her communication style is about being radically present; when she speaks to you, she makes you feel like the most important person in her life. In her own words: "A lot of CEOs want to pound their chest and make sure they're the VIP in the room. That's not my MO; I want to walk out of a room and have people say, 'Dara really heard me.' I care about the work. I care about the clients. I want people to know I've got their back, good times and bad. That we're going to fix it together. We win together, we lose together, and we're going to grow together."

Dara believes chemistry with clients and colleagues comes most naturally when PR practitioners are well-read. She encourages our team to have a lust for life and hunger for knowledge and experiences outside the office that then translates into the texture of our ideas and conversations at work.

Her whole-person approach to relating is appealing to our clients, too: "I've worked with many PR agencies in my 30-year career, and none have impressed me quite like Dara Busch and her team," says one client, Alexandra Bjerntnaes, chief strategy officer at Meltwater. "From our first interaction, she was interested in getting to know me as a person — the mark of a great leader who values relationships, invests in them and builds an environment where teams exceed our goals together."

Dara believes integrity comes from the top. "If you don't lead with integrity, then no one underneath you will," she says. "If you're somebody who cuts corners, then your team cuts corners. If you're somebody who isn't sincere, then your team doesn't need to be sincere. It's even okay to make a mistake if you're leading with integrity because you're leading with heart."

And according to Dara's boss — Donna Murphy, Global CEO, Havas Creative & Havas Health Networks — "Dara leads with integrity, decisiveness, and an unwavering commitment to excellence. She fosters a culture of trust, creativity, and collaboration, empowering her team while navigating challenges with resilience and clarity. Her focus on results, not personal recognition, sets a standard of leadership that inspires those around her."

Invigorated by PR's rapid, real-time reinvention, Dara has the passion, influence and achievements that make her a standout choice for Executive of the Year.

4. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2023:

Total 150 words used.

- \$42.8M in revenue and added iconic brands and businesses to our roster.
- Strong client retention and grew numerous relationships organically.
- Awards including Provoke's Top Agencies in North America. AOTY at PRNews' Platinum Awards, PRWeek's Outstanding Corporate AOTY honorable mention and PR Daily's 2024 Top Agencies List.
- Reprioritized celebrating contributions of individuals, so that 11 of our leaders earned individual honors.
- Created a forum for bringing executive teams from Red and Formula together for greater collaboration.
- Introduced activities to foster team building, collaboration and camaraderie.
- Working with HAVAS network to grow the villages and capabilities by developing best-in-class teams and workflows.
- Identifying acquisitions to grow HAVAS PR North America's footprint in the U.S.
- Looking at opportunities to grow in Canadian market to offer clients ability to grow their business in both countries.
- Developed an integrated approach with growth teams across HAVAS to offer multifaceted marketing programs to our clients.

Attachments/Videos/Links:

[Dara Busch](#)

[REDACTED FOR PUBLICATION]

