



## **Rosnowski of Quinn & Co. named PR News' 15-to-Watch nationally**

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Suzanne Rosnowski, partner and head of the real estate division of New York-based Quinn & Co. Public Relations, has been recognized as one of the 15-to-Watch nationally in the public relations industry. Presented by PR News, a leading trade publication among communicators, this highly competitive annual designation honors professionals who are innovative and effective communicators in today's marketplace.

Honored alongside professionals from large international agencies such as Edelman, and corporate communications offices of well-known global entities such as the Coca-Cola Company and Del Monte Foods, Rosnowski joins an esteemed group of public relations leaders. Candidates are selected against stringent criteria that focus on a professional's ability to effectively and creatively communicate client initiatives to a wide-ranging audience, swiftly problem-solve in light of a crisis and serve as a leader in their respective industry niche.

Rosnowski will be honored at the National Press Club in Washington, D.C., in December during the prestigious PR News PR People & 15-to-Watch Awards Luncheon. She will also be featured in the publication's All-Stars Special Issue, which will be released in correlation with the ceremony.

"Suzanne is a driving force in the real estate and public relations industries, putting our clients on the map through out-of-the-box strategies and initiatives. It is only fitting that she is recognized on a national level for her groundbreaking accomplishments," said Florence Quinn, founder and president of Quinn & Co. "I am so proud to call Suzanne my business partner and am ecstatic about her well-deserved honor."

As partner-in-charge of Quinn & Co.'s award-winning real estate division, Rosnowski is the strategic and creative force for the firm's impressive list of more than 35 real estate clients, and helps run the 30-plus person firm. During her years in the industry, Rosnowski has built a reputation as a trusted PR advisor and crisis communications go-to for some of the most prominent names in real estate.

Under her leadership, the real estate division now ranks as the seventh largest independent PR team in the country in the professional services PR arena (including real estate, law and accounting) according to O'Dwyers PR Report. Additionally, the team was recognized by Bulldog Reporter with a 2009 Gold Award for Excellence in Public Relations and Publicity for Best Company Positioning/Branding for work with Accelerated Marketing Partners.

Rosnowski has helped successfully launch new companies and represents some of the most established noteworthy residential, commercial, brokerage, architecture, development, residential hotel + resort, digital, legal and financial real estate clients worldwide. From creating strategic partnerships to securing show-stopping placements in the nation's top media outlets, Rosnowski and her team generate more than a buzz, they add value as branding and marketing team partners. The team is now harnessing digital media to meet clients' goals by creating integrated public

relations campaigns that help clients with blogs, SEO, search, Web site and social media efforts. Rosnowski consistently seeks out the next big idea that will produce a wow factor, and has led her group in becoming known for conceptualizing groundbreaking creative. Such initiatives include arranging the first partnership with Lincoln Center and Extell Development, one of New York's largest developers, and the creation of the first residential Moon Garden.

"It is incredibly humbling to be recognized among the industry's top professionals," Rosnowski said. "This award is not only meaningful for me, but more so for highlighting the achievements of the entire Quinn & Co. team that puts the muscle behind all of the growth, press placements, client successes and team achievements this award represents."

Prior to joining Quinn & Co., Rosnowski conducted PR for a program of the United States Agency for International Development (USAID) in Washington, D.C. She also worked at GYMR, a healthcare PR firm in Washington D.C. Suzanne began her career at Laykin Communications in Hong Kong, after graduating with honors from the E.W. Scripps School of Journalism at Ohio University with a degree in journalism and minors in International Business & Communications and French.

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