



Maxine Winer

Maxine Winer is senior vice president, senior partner and general manager of the Chicago office of FleishmanHillard, one of the world's largest integrated communications firms. She is also a member of the firm's Senior Management Committee.

Max has more than 25 years' experience in integrating marketing communications. Currently, she leads one of FleishmanHillard's largest offices, with a client list that includes PepsiCo (Gatorade, Propel, Tropicana, Cap'n Crunch, Life and Quaker), Abbott, Walgreens, CDW, Illinois Office of Tourism, Lands' End, The Chicago White Sox, and Russell Stover Candies, among others. The office's areas of expertise include reputation management, financial communications & investor relations, crisis and issues management, consumer brand marketing, sports marketing, business-to-business marketing, food & nutrition, health & wellness, social & digital, and content creation

Before joining FleishmanHillard in 2010, Max spent five years with Edelman, where she was executive vice president and deputy general manager of the reputation management practice in the agency's Chicago office. Prior to that, Max ran her own Chicago-based communications consultancy with a client list that included Washington Mutual, Hewitt Associates and Chicago's Lincoln Park Hospital. She took that step after spending several years as senior vice president at MS&L/Chicago, where she supervised the public relations effort credited with helping The U.S. Army achieve its recruitment goal for the first time in four years and in the wake of the terrorist acts of September 11, 2001.

Earlier in her career, Max was vice president of marketing for PNC Mortgage, a subsidiary of PNC Financial Services Group, and also served as vice president of professional services marketing at the Financial Relations Board in Chicago. She began her career at HomeFed Bank in San Diego, where, as assistant vice president of corporate relations, the crisis plan she developed helped preserve employee trust, maintain morale and curtail deposit outflows despite negative publicity and corporate volatility when HomeFed became the largest takeover by the Resolution Trust Corporation during the S&L debacle of the late 1980s.

Max is on the board of Junior Achievement of Chicago. She is also a member of the Economic Club of Chicago and the Executives Club of Chicago. In 2015, she was honored with the Niles North High School Distinguished Alumni Award as part of the year-long celebration of the school's 50th anniversary. A native Chicagoan, Max holds a degree in journalism from San Diego State University. She currently resides in Deerfield with her husband and two sons.