



**William C. Heyman**  
President & CEO

As Founder, President and CEO of Heyman Associates, Bill manages senior-level searches for blue-chip and emerging companies, major nonprofits and academic institutions.

An Institute for Public Relations trustee, frequent industry awards judge, and regular speaker, Bill is a *PRWeek* 2008 and 2009 PR Power List Supporting Power Player: “In an industry where talent is everything, Heyman helps connect some of the most senior pros to jobs, making him an indispensable asset to all involved in executive searches.” Based on his industry contributions, Bill gained admission to the select Arthur W. Page Society for senior public relations and corporate communications executives.

Bill is an advisory board member for The Plank Center for Leadership in Public Relations at the University of Alabama, regularly mentioned by *PRWeek* as one of the top communications schools in the U.S. With the University, Bill initiated two groundbreaking public relations studies—the first on success factors, published in the *International Journal of Strategic Communications*, and awarded the International Communication Association 2005 “Robert L. Heath Top Paper Award,” and the second on leadership qualities. The reports are unique in their public relations focus and perspective from industry leaders.

Bill has been a board member of THE LAGRANT FOUNDATION since its inception in 1998. The Foundation awards scholarships to minority PR students and by mid-2010 it will have awarded \$1,000,000.

In 2007 Bill was asked to join the Department of Communication Advisory Council of the College of Charleston. Best known for its Bully Pulpit Series, the College’s Department of Communications is one of the fastest growing communications programs in the country.

He is also quoted in “The Likeability Factor” by best-selling author and motivational speaker/trends guru, Tim Sanders.

A Gettysburg College graduate, Bill was Marketing Committee Chairman, National Campaign Steering Committee member, Board of Fellows member and June 2005 Gettysburg Meritorious Service award recipient. He earned an MBA from Adelphi University.



**Lisa A. Ryan**  
Senior Vice President/  
Managing Director

Lisa handles executive searches in the areas of corporate communications, public relations, marketing communications/branding and public affairs.

For the firm's blue-chip clients, Lisa has successfully completed senior-level communications searches for *Fortune* 500 corporations, public relations agencies, nonprofit organizations and associations. Her areas of expertise include pharmaceutical/healthcare, consumer products, manufacturing and industrials. Lisa has also handled a number of assignments for academic institutions, and based on her early career has a particular affinity for colleges, universities and academic medical centers.

Lisa is often asked to speak at professional organization meetings and seminars. For the past few years, she has been a featured speaker at the Public Affairs Council's National PAC Conference and the Council of Communications Management (CCM) conferences. She regularly guest-lectures at classes for a number of PR graduate degree programs.

Lisa previously served as an executive search associate with The Cantor Concern, after having been the national management recruiter for Nutri/System, Inc. Early in her career, she was a nurse recruiter and assistant registrar for the College of Allied Health Sciences at Thomas Jefferson University in Philadelphia. She began her career in college admissions at Widener University in Chester, PA.

Lisa graduated with a bachelor's degree in communications and theater arts from Susquehanna University. An active member of the North Jersey Affiliate of Susan G. Komen for the Cure, Lisa is past president of, and currently sits on, the Board of Trustees. She was integral in bringing the Race for the Cure to Northern New Jersey. In 2008, Lisa received the Ruth Siksnius Volunteer of the Year Angel Award and was honored at the Pink Tie Ball, New Jersey's largest fundraising event.

**Maryanne B. Rainone**  
Senior Vice President/  
Managing Director

Maryanne handles executive searches in corporate communications, media relations, investor relations, speechwriting, internal communications and public affairs for the firm's blue-chip clients, many of which are in the *Fortune* 200.

Maryanne's particular areas of expertise include financial and professional services, technology, entertainment and media, and conglomerates.



Maryanne has oversight of operations for Heyman Associates, including new business development, quality control, and overall research and technology initiatives. She regularly develops competitive studies and analyses for clients. She has industry and HR contacts at corporations, agencies, academic institutions and associations across the country and internationally.

She speaks to industry/membership groups and is a member of the Society for Human Resource Management (SHRM). Maryanne has been quoted in the trade and general press and broadcast media on topics such as relocation and negotiation. “201 Great Ideas for Your Small Business,” a book by Jane Applegate, includes comments made by Maryanne. She also acts as Editor for the firm’s e-newsletter, *Positioning*.

Before joining Heyman Associates, Maryanne served 11 years with what was then Chase Manhattan Bank, in consumer product management positions in customer service, marketing, loan servicing and new business development, where she managed large teams. Early on, Maryanne worked in public relations at United Cerebral Palsy. She is an active member in a number of community and volunteer concerns. Maryanne is an honors graduate of the New York Institute of Technology, with a bachelor’s degree in communications. She also holds an MBA from Adelphi University.

**Julie M. Conway**  
Vice President

Julie is responsible for all steps of the executive search process from new business development, research and candidate identification to the interview, selection, reference and negotiation process.

Her industry expertise includes consumer product, health care, retail, cable and satellite, electronics and technology. She has focused on the full range of corporate communications and public affairs disciplines, with a newer slant towards social media as a discipline.

Julie also has assisted in establishing Heyman Associates’ presence in the European Union for EU-based corporations and for a variety of Fortune 500 companies with international operations. She regularly partners with consultants from Taylor Bennett on global corporate communications assignments as part of the firm’s affiliation with the London-based firm.

Julie has been quoted as an expert in the executive search industry in the business and career book, “From Cinderella to CEO” by Cary Broussard. Advising on critical aspects of career advancement, Julie provided the author with tips on topics such as networking, strategic



resume writing and interview etiquette. She has spoken on such topics as social media to PRSSA and as a guest-lecturer at a number of colleges and universities.

Prior to joining Heyman Associates, Julie spent time in public relations for two nonprofits, St. Joseph's Hospital Health Center and the Museum of Science and Technology, both located in Syracuse, NY.

Julie is a graduate of Le Moyne College in Syracuse, NY, where she earned a bachelor's degree in English literature. She is a member of the New York Road Runners Club and the United States Tennis Association.

**Jessamyn R. Katz**  
Director

Jessamyn focuses on a wide variety of searches, including brand and marketing communications, public relations and corporate communications.

In addition to covering a range of industries, including consumer products, financial services and healthcare, she has developed expertise in the academic, foundation and non-profit arena which has further established the firm in this unique niche. As a Director, Jessamyn works with both candidates and clients through each stage of the recruiting process. As a result she has built a spectrum of strong relationships.

Prior to joining Heyman Associates, Jessamyn held internships at public relations agencies Abernathy MacGregor and Burson-Marsteller in financial communications and brand marketing. Preceding her time in public relations, she lived in Texas, Switzerland and California before graduating from Bucknell University with a bachelor's degree in psychology and education. She speaks fluent German and Spanish.

**Erin M. Currie**  
Associate

Erin focuses on a variety of searches including reputation management, social responsibility and sustainability, corporate communications, marketing communications and media relations. She has worked across a range of industries including healthcare, food & beverage and consumer products.

Prior to joining Heyman Associates, Erin was a Recruitment Manager at Concord Management Group in Philadelphia and New York where she handled talent development for sales, marketing and legal professionals in the pharmaceutical and biotechnology industries. Preceding her career in executive search, Erin worked in the fashion



and accessories industry.

Erin attended Dickinson College, graduating in 2001 with a Bachelor of Arts Degree in Studio Art.

**Marian Hogan**  
Associate

Marian's research supports a variety of executive searches in corporate communications, public affairs and branding. To achieve the best fit between client and candidate, she approaches her role with an understanding of and appreciation for the unique qualities of both parties.

Prior to joining Heyman Associates, Marian interned across a range of industries in startup and agency environments. She developed an informed interest in new media and its impact on strategic communications, and continues to closely follow developments in technologies and their impact on the public relations industry.

Originally from the Midwest, Marian graduated from Columbia University with a degree in Anthropology. Her academic and ethnographic research focuses on product development, innovation and consumer insight. She remains actively involved in local Urban Anthropology groups in New York.

**Peter W. McDermott**  
Associate

Peter supports searches across multiple industries and practices. Prior to joining Heyman Associates, Peter was an Associate at James & Company, an executive search firm, and handled searches in Financial Services, Media & Entertainment, Sports and Technology.

Previously, he was an Associate with Sextant Search Partners, supporting multiple practices. At Sextant, Peter's specialty was research and candidate identification/outreach, supporting every one of Sextant's diverse financial services Partners. Prior professional experience includes a recruiter role at People Ventures Inc., a boutique search firm in Washington DC, where he collaborated with *Fortune* 500 companies to fill their recruiting needs; and an internship at Bloomberg LP.

Peter received his bachelor's degree from the University of Richmond in Rhetoric & Communication Studies and American Studies, coupled with a concentration in Ethnic Studies and a minor in History. He remains actively involved with the University through the Alumni Recruitment Committee and young alumni networking.



**T.R. Straub**  
Associate

T.R. currently supports searches across multiple industries and practices, particularly those with a focus on academia and non-profit organizations.

Prior to joining Heyman Associates, T.R. held several positions within the Teach For America organization. Most recently, he worked for Teach For America as a Recruitment Director. Through this role, he managed teams of full-time and part-time staff members to drive the recruitment efforts at small, liberal arts and larger, state universities in the Northeast.

Before joining Teach For America in a staff role, he served as a corps member, teaching high school level U.S. Government in Baltimore City, MD.

T.R. received his bachelor's degree from the University of Richmond in Leadership Studies and Political Science, coupled with minors in Spanish and Pre-Law. He earned a Master of Arts in teaching from Johns Hopkins University.

**Marianne F. Donahue**  
Senior Manager,  
Operations and  
Administration

Marianne Donahue oversees the day-to-day running of the office, managing a staff of administrative professionals. In addition, Marianne negotiates search agreements and controls the administrative end of the search process. She serves as the point person for facilities management and is responsible for office equipment vendor contracts. Marianne manages accounts receivables/payables and is the purchasing agent for all company expenditures.

Marianne brings two decades of administrative and operations experience. Prior to joining Heyman Associates, she spent a year at Alcoa in corporate development. She also served as Administrative Manager, East Region at TMP Worldwide Executive Search for four years. Marianne has held director-and manager-level positions across various industries, from e-commerce firm iFormation Group, to financial and litigation consulting firm Peterson Consulting, to specialty insurer Hartford Steam Boiler Inspection & Insurance Co.

Marianne received a bachelor of fine arts degree from Brooklyn College, City University of New York.