

Evolving PR for the Modern Marketplace

Christine Barney didn't begin her career with dreams of public relations. Standing in the snow while interviewing a chainsaw-wielding ice sculptor on live television, she realized journalism wasn't her calling. Trading New York winters for Florida sunshine, Barney joined Bruce Rubin Associates and soon discovered her entrepreneurial fire.

Today, she leads rbb Communications, a firm consistently ranked among the industry's best.

Barney's leadership blends technology, strategy and civic engagement. Her firm has transitioned from traditional publicity to a fully integrated communications shop, offering solutions that span earned, owned and paid media. rbb's success, she says, comes from remaining tool-agnostic, solving client problems through the right channels, from op-eds to influencer campaigns or increasingly AI-driven solutions.

She's passionate about building culture and purpose into every corner of the agency. She learned from Rubin that "our true goal was solving business needs, not just generating press," she says. Today, that includes media, thought leadership content, trade show/conference strategies, specialty areas, even internal communications. "PR people control the narrative about a brand. So why should that be limited only to publicity?"

Barney's influence extends beyond business. A former chair of the Greater Miami Chamber of Commerce, she promotes professional ethics, relationship-building and community investment. Her values-based approach to leadership also reflects a clear standard — and helped position Florida as a hub for smart, strategic public relations.



“
Our role continues to evolve,
as do our PR services, and I’m
excited about the future.”

Christine Barney
CEO, rbb Communications



Christine Barney

CEO and Managing Partner
rbb Communications



“To be successful in business and life you need a big windshield and a tiny rear-view mirror.”

BACKGROUND

Christine Barney is an accidental entrepreneur. She moved to Miami from New York City in 1989, leaving a global agency to join a small firm. She helped grow the business and eventually became a name partner. After the firm was sold, Barney stayed on as regional manager. When her contract ended, she and partners bought the firm back — creating the national agency that rbb is today.

ACCOMPLISHMENTS

Barney has grown the firm from its inception to one of the top 50 PR agencies in the nation. Today, rbb is ranked No. 4 for energy and renewable PR, No. 10 for professional services and No. 14 for travel and leisure. The firm has been named Best U.S. agency six- times and won hundreds of national awards including the 2023 Best of the Best Silver Anvil, often considered the "Oscar" of the PR industry.

LEADERSHIP ROLE

Barney manages firm operations and leads rbb's brand strategy practice. The firm has an average client tenure of nine

years and staff tenure of nine years — highlighting the belief that clients stay where the people stay. The firm has client partnerships that date back more than 30 years.

PERSONAL MOTIVATION

Family comes first, and in the workplace, no jerks allowed. rbb won't hire them or work for them.

COMMUNITY INVOLVEMENT / AFFILIATIONS

- Miami Dade Beacon Council, Chair Elect
- Opportunity Miami, Co-Chair
- Page Society, Regional Co-Chair
- International Women's Forum, Board Member
- Leadership Florida, Executive Member
- Greater Miami Chamber of Commerce, Former Chair
- Orange Bowl Committee, Member

Year Established: 2001

rbbcommunications.com

Mission: rbb, the Champion of Breakout Brands™ delivers PR, creative services, thought leadership and social/digital marketing. A six-time U.S. agency of the year, rbb focuses on energy and renewables, travel & leisure, consumer marketing, B2B/technology, and health care.

rbb Communications

355 Alhambra Circle #800
Miami, FL 33134



RBB COMMUNICATIONS GOALS

To be the Champion of Breakout Brands and continue to do award-winning work in our areas of expertise while affording a flexible and rewarding workplace for all.

TOP LEADERSHIP / BOARD OF DIRECTORS

Christine Barney
CEO and Managing Partner

Lisa Ross
President, Partner

Tina Elmowitz
Chief People Officer, Partner

Sandra Ericson
Executive Vice President,
Energy Practice Lead, Partner

Thomas Bolger
Executive Creative Director