

Mark J. McKenna

*Head of Marketing
Putnam Investments*

Mr. McKenna is Head of Marketing for Putnam's retail and institutional businesses, reporting directly to Putnam President and CEO Robert L. Reynolds. Mr. McKenna provides strategic direction and oversight of the firm's marketing, internet, e-commerce, advertising, mobile, and social media initiatives. He is also a member of the Operating Committee. Mr. McKenna joined Putnam in 1994, bringing his extensive marketing and advertising experience for Fortune 500 companies to the investment industry.

Under Mr. McKenna's leadership, Putnam's marketing team has won several awards for its creativity, innovation, and results. These honors include: Social Media Leader of the Year (Asset Management Industry); #1 for Digital Engagement for Financial Advisors and #1 Website for Advisors (SS&C); Best Experiential Campaign (*The Boston Globe*); #1 Financial Professional Website (DALBAR); #1 Website for Defined Contribution Plan Sponsors (kasina); and Mutual Fund Education Alliance STAR awards in multiple categories.

In addition, Mr. McKenna is instrumental in developing Putnam's sports marketing programs, including partnerships with the New England Patriots, the Boston Celtics, the New England Revolution, U.S. Ski Team two-time Olympic Gold Medalist and five-time World Champion Ted Ligety, and PGA golfers.

Mr. McKenna is a frequent speaker about social media and the integration of mobile devices into marketing platforms. He is a founding board member of the In-House Agency Forum and serves on the Board of Directors of Youth Enrichment Services. Mr. McKenna also has served on the boards of Families First and the public broadcaster WGBH.

Prior to joining Putnam, Mr. McKenna served as Senior Vice President and Account Director at Hill, Holliday, Connors, Cosmopolos, Inc. Advertising from 1984 to 1994. He represented clients in the hardware and software technology, banking, and insurance industries.

Mr. McKenna earned a B.A. from the University of Vermont.