

Mark J. McKenna

*Head of Marketing
Putnam Investments*

Mr. McKenna is Head of Marketing for Putnam's retail and institutional businesses, reporting directly to Robert L. Reynolds, President and CEO of Putnam Investments. In addition, he is a member of Putnam's Operating Committee. Mr. McKenna provides strategic direction and oversight of the firm's marketing, Internet, e-commerce, advertising, mobile, and social media initiatives. He has been in the investment industry since joining Putnam in 1994 and has more than 30 years of experience in marketing and advertising for Fortune 500 companies.

Under Mr. McKenna's leadership, Putnam's marketing team has received multiple awards for creativity, innovation, and results. These include: "Social Media Leader of the Year" (Fund Action/Mutual Fund Industry Awards, 2016), "#1 for Digital Engagement for Financial Advisors" (kasina, 2016), "Best Experiential Campaign" (The Globies/Boston Globe, 2016), "#1 Website for Advisors" (kasina, 2016, 2015), "#1 Financial Professional Website" (DALBAR, 2015), "Social Media Leader in the Asset Management Industry" (kasina, 2014), "#1 Website for Defined Contribution Plan Sponsors" (kasina, 2014), and Mutual Fund Education Alliance (MFEA) STAR awards across multiple categories, consecutively from 2011 through 2015. Mr. McKenna was instrumental in the development of Putnam's sports marketing programs, including its affiliations with the New England Patriots; skier Ted Ligety and the U.S. Ski Team; PGA golfers Keegan Bradley, Brendan Steele, and Jon Curran; and the Boston Celtics.

Mr. McKenna is a frequent speaker on social media and the integration of mobile devices into marketing platforms. He serves on the business board of the Massachusetts College of Art and Design, is a founding board member of the In-House Agency Forum, and is a board member of Youth Enrichment Services (YES). He also has served on the boards of Families First and public broadcaster WGBH.

Prior to joining Putnam, Mr. McKenna was a Senior Vice President and Account Director, serving clients in the hardware and software technologies, banking, and insurance industries, at Hill, Holliday, Connors, Cosmopolos, Inc. Advertising from 1984 to 1994.

He earned a B.A. from the University of Vermont.