

ABOUT

Peter James MacCracken, APR is Principal of Strategic Communications, founded in 1999. He is a highly respected strategist and an accredited public relations professional with nearly 40 years' experience. Particular strengths are complexity, controversy and crisis.

MacCracken has assisted many significant organizations. A few examples are the San Diego County Regional Airport Authority, SeaWorld San Diego, San Diego Regional Chamber of Commerce, Scripps Health, Port of San Diego, San Diego Regional Economic Development Corp. and Coca-Cola Bottling Co. of San Diego.

Previously, he and Scott L. McGaugh built a renowned communications firm with \$1 million in annual billings before merging with a major advertising agency. Before that, MacCracken headed the public relations divisions of two of San Diego's largest agencies. He began his career with what was then Scripps Memorial Hospitals.

A recognized leader, he initiated a regional visioning program that was recognized with a LEAD San Diego Visionary Award. He has served on the Boards of the National Conflict Resolution Center, San Diego Workforce Partnership, Equinox Center, San Diego Regional Chamber of Commerce, San Diego North Chamber of Commerce, Urban League of San Diego County, National Multiple Sclerosis Society/Pacific South Coast Chapter, Downtown San Diego Partnership and March of Dimes San Diego. He is past President of the local chapters of the Public Relations Society of America and International Association of Business Communicators.

During his career, MacCracken has received numerous awards and recognitions, published dozens of articles, and made highly rated presentations to a variety of audiences.

He earned a B.A. from Albion College (summa cum laude, Phi Beta Kappa, Albion Fellow, Departmental Honors) and an M.A. from the University of California, Santa Barbara, both in research psychology.

On Request: • [Case studies](#) • [Testimonials](#) • [Publications](#)