

ABOUT PETER JAMES MACCRACKEN

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

MacCracken has assisted numerous locally significant organizations. A few 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. In 2024, he was honored with the San Diego Press Club's Andy Mace Award for Outstanding Contribution in Public Relations.

He is a member of the Board of Directors of the National Conflict Resolution Center and the San Diego Natural History Museum, where he serves as Board Secretary, and a member of the Executive, and Governance and Board Engagement committees. Previously, he served on the Boards of the 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. He published four articles in refereed journals during that time.

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