

# Todd Shapiro

## Public Relations Executive | Entrepreneur | Community Connector

### Contact



### Community Involvement & Affiliations

- Vice Chair, United States Marines Toys for Tots (NY & Long Island)
- Executive Board Member, Nassau County Centennial Parade Committee
- President & Founder, Jericho Chamber of Commerce
  - Columnist, "High Profile" column in Dan's Papers

### Notable Achievements

- Recognized by City & State Magazine, on its list of the 2024 Political PR Power 75.
  - Featured in major publications such as The New York Times and New York Post for his innovative approaches to public relations and community engagement.

### Professional Summary

Todd Shapiro is a seasoned public relations executive and entrepreneur with over 30 years of experience in media relations, crisis management, and strategic communications. As the founder and CEO of Todd Shapiro Associates Public Relations, established in 1995, he has led campaigns across diverse industries, including government, law enforcement, hospitality, and entertainment. His firm, with offices in Manhattan, Long Island, and Albany, is renowned for its hands-on approach and deep-rooted connections in both media and political spheres.

In addition to his PR endeavors, Todd is the owner of the War Room Tavern and Todd's Back Room Cigar Lounge in Downtown Albany, venues that have become hubs for political discourse and community engagement. His commitment to Albany is evident in his efforts to expand his business presence and foster a space where individuals from all walks of life can connect.

### Experience

#### Founder & CEO

Todd Shapiro Associates Public Relations  
1995 – Present

- Established a full-service PR firm specializing in media relations, crisis management, and strategic communications.
- Represented high-profile clients, including the FDNY Firefighters Association, Suffolk and Nassau Police Benevolent Associations, and various political figures.
- Managed publicity for major events and personalities, such as First Lady Hillary Clinton's visit to Huntington, Long Island
- Expanded firm operations to include offices in Manhattan, Long Island, and Albany.

#### Owner

War Room Tavern & Todd's Back Room Cigar Lounge, Albany, NY  
2022 – Present

- Launched a politically themed restaurant and cigar lounge near the New York State Capitol, adorned with memorabilia from various political eras.

- Created a unique environment fostering bipartisan discussions and community events, including karaoke nights and political gatherings.
- Initiated innovative promotions, such as offering discounts based on patrons' stock market losses, blending humor with current events.

#### Vice President

Howard Rubenstein Associates

Prior to 1995

- Oversaw major accounts, including the New York Yankees and Weight Watchers.
- Gained extensive experience in high-stakes media relations and crisis management.

#### Press Secretary

Suffolk County Executive Bob Gaffney

Early Career

Prior to 1995

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- Gained extensive experience in high-stakes media relations and crisis management.

#### Press Secretary

Suffolk County Executive Bob Gaffney

Early Career

- Managed press relations and communications strategies for the county executive's office.
- Developed foundational skills in governmental communications and public affairs.

## Education

Bachelor of Arts in Liberal Arts

Hofstra University, 1986