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Behind the Headlines with Natasha Koifman

3 March 2015

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Natasha Koifman, President of NKPR, on being in multiple places at once, having a good attitude, and giving back to the world.

Every morning, I'm grateful that...

I get to do what I love and I get to learn every single day, surrounded by a team of the most hard-working and talented individuals in the industry.

The first sources I turn to for news in the morning are...

The New York Times, WWD, The Wall Street Journal and Twitter and Instagram.

I got into PR because...

I am passionate about bringing stories and issues of substance to the attention of North Americans. Through the development of creative and integrated programs and campaigns, I love that we're able to use PR to make a meaningful impact for a brand or a charity.



The most challenging part of my role is...

Being in multiple places at once! With offices in New York, Toronto and one opening soon in LA, my calendar is jam-packed managing clients and programs in multiple locations and time zones... sometimes it feels like there aren't enough hours in the day! I used to do double dinner, with one starting at 7 and another at 9, but now I just have everyone join – mixing everyone together makes for great conversation!

The most rewarding part of my role is...

Mentoring an incredible, dedicated and hard-working team. Most of my staff have been with me for over five years, and watching them grow gives me a great sense of pride.

The finest moment in my career so far has been...

There have been so many special moments throughout my career. A highlight was definitely the launch of our talent division, NK Artists. We developed the division to work with artists we feel passionate about (Fashion Photographer Sophie Elgort, Olympic Gold Medalist Nastia Liukin and Model, Actress and Director Drena De Niro, to name a few) to create authentic alignments that will drive their personal brands forward.

If I could pass advice onto the newest generation of communicators, I would say...

Be ready to learn. You're not expected to know everything, but you need to be humble and willing enough to learn it. Have a good attitude – this is half the battle. And finally, think about the contribution you want to make to the world. We should all want to leave it a better place than when we came into it.

Three things I expect in my colleagues are...

Dedication, a hunger to learn and self-awareness.

My most prized possession...

Isn't an actual possession, but a school that I helped build as part of the work that I do with Artists for Peace and Justice, a charity that supports education in Haiti started by Academy Award-winning director Paul Haggis. I sit on the board, and through our efforts, we were able to build the very first free high school in Port au Prince. Knowing that I have helped give an education to children that would normally not have access to learning is something that moves and drives me every single day – the knowledge of that is a mental possession.

A long time ago, I learned that success...

Is giving back to the world in a meaningful way, whether that be through philanthropic work, through helping brands get discovered, or through working with people where you can help to make their dreams come true.

One of the best books I've ever read or a quote that has resonated with me has been...

No act of kindness, no matter how small, is ever wasted.

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