



ERIC WINKFIELD

VICE PRESIDENT

M Booth & M Booth Health

Eric Winkfield is a skilled communicator with a range of experience in developing and implementing communications strategies and programs for privately held and publicly traded companies. Some of the areas he often supports are a mix of integrated marketing, corporate affairs, DE&I and crisis/issues management.

Currently, Winkfield serves as a vice president at New York-based M Booth & M Booth Health in a role created where he expertly serves as a senior counselor to high-profile clients such as American Express, Liberty Mutual, Proctor & Gamble, Fiserv and the Center for Disease Control & Prevention. He also is the first to oversee the development and implementation of the group's diversity, equity and inclusion strategy. In this capacity, he counsels members of the executive leadership teams at M Booth, M Booth Health and its parent company, Next 15.

Previously, Eric held public affairs and corporate communications management roles at Pepco, an Exelon-owned public utility. There he led cross-functional teams responsible for building strategic stakeholder engagement, community outreach, and communications strategies that supported the company in securing favorable regulatory outcomes at the state and city levels.

Over the course of his career, Eric has been 'at the table' helping shape strategies and leading the implementation of various initiatives in the areas of marketing communications, organizational change management, brand messaging, community relations, crisis/issues management, executive communications and ESG.

Winkfield's impact extends beyond the office. He is an adjunct professor and serves on the Board of Visitors at the Reed College of Media at West Virginia University. He serves on the Emerging Leaders Committee for the Plank Center for Leadership in Public Relations. Annually, Eric leads workshops and organically assists in shaping career ambitions of junior communications strategists. It's where his professional passion perfectly meets personal fulfillment.

The Miami, Florida native holds a master's degree in Integrated Marketing Communications from West Virginia University and a bachelor's degree in Public Relations from Florida A&M University. He is a member of Alpha Phi Alpha Fraternity, Inc., and serves on the board of advisors for the Bond Education Group.