

Cosmo Macero Jr. offers insight into the worlds of media, business and government gleaned from his 13-plus years in public relations and strategic communications, and more than 20 years as a journalist and commentator. His strategic counsel helps position and prepare clients to make powerful and lasting impressions on community leaders, the media and the public at large.

Mr. Macero's public affairs campaigns and communications strategies deliver high-impact results for clients in virtually every major sector of the economy, including financial services, real estate development, higher education, labor relations, tourism, consumer products and media. He also provides strategic advice to nonprofit organizations serving a variety of public service missions.

Mr. Macero is an Associate with the Boston-based public affairs firm O'Neill and Associates. He spent more than a decade as a Vice President and Senior Vice President, and served for two years as Vice Chairman in the communications practice.

Mr. Macero has devised and implemented diverse communications strategies for clients including the American Beverage Association, American Consumer Credit Counseling, HarborOne Bank, the Massachusetts Pension Reserves Investment Management Board (PRIM), Mohegan Tribal Gaming Authority, Natixis Global Asset Management, Teamsters Local 25 and Local 633, Prime Motor Group and many more.

Mr. Macero's years of experience and refined skills allow O'Neill and Associates to offer clients a premier level of service in areas such as crisis communications and reputation management, speech writing, message development, media relations, social media campaigns and content marketing, media training and interview preparation, public awareness campaigns and overall public relations strategy.

In 2014, Mr. Macero and O'Neill and Associates led the earned media efforts for a successful Massachusetts ballot campaign on behalf of the No on Question 2 coalition. On Election Day 2014, "No" on Question 2 received more votes than anything or anyone on the Massachusetts ballot.

Prior to joining O'Neill and Associates, Mr. Macero was an accomplished business and public policy journalist. As assistant managing editor for business news, he led the Boston Herald's Business Today section to earn top national awards for breaking news coverage and general excellence from the Society of American Business Editors and Writers in 2006. He also wrote a popular column while helping make the Herald's business section a daily "must-read."

For 11 years he was also highly visible as a weekly fixture on the "Heavy Hitters" political commentary segment on the Fox 25 Morning News, and for three years was a contributor to Fox 25's business news broadcasts. He can be heard regularly now on WRKO in Boston with "VB in the Middle" and on the O'Neill and Associates weekly "OA On Air" podcast as host of the segment 3-2-1- GO.

Prior to his time at the Boston Herald, Mr. Macero worked at the Union-News/Sunday Republican in Springfield, MA and the Daily Hampshire Gazette in Northampton.

Mr. Macero is a recognized business development and networking specialist, and is a long-time member and chapter leadership figure with Business Network International-Massachusetts. He is also a Justice of the Peace in Massachusetts. He resides in Belmont, MA with his wife and two sons.

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