

BURSON-MARSTELLER

William F. Noonan
President/International
Burson-Marsteller New York

Mr. Noonan's position as President/International puts him in daily contact with the firm's managers around the world. This, plus frequent visits to all offices on five continents, gives him a special sensitivity to and a strong working knowledge of many global issues challenging Burson-Marsteller clients today.

Currently, Mr. Noonan's regions of concentration are Asia, Australia/New Zealand, Canada and Latin America. Previously, he has managed both U.S. and European operations.

Headquartered in New York, Mr. Noonan is also responsible for leading the development of Burson-Marsteller's multi-office global business and for overseeing liaison operations between U.S. and international offices.

Before moving to international management in 1985, Mr. Noonan was a key manager in U.S. operations. He was general manager of New York operations for 11 years and later served as Eastern Regional Manager and President of the American Operations.

Mr. Noonan joined the company in 1963 after 5 1/2 years in public relations, promotion and advertising with Union Carbide.

Mr. Noonan holds a B.A. in journalism from Notre Dame.