

A former journalist and press officer for two New York governors, Gary Sheffer is currently the Sandra R. Frazier Professor of Public Relations at Boston University.

In the classroom, he enjoys guiding conversations on the ways businesses and other organizations flourish in an age of widespread reputation risk, utilizing communication to reach their overall objectives.

“Measurement has never been something that came easy to me,” he said. “I was lucky to have some great teachers, all of whom have also received this honor from PR News. So more than anything, I am grateful to them for their patience with an English Literature major.”

Over the course of his career, Sheffer has developed a reputation for his expertise in building strong corporate communications teams, crisis and issues management, the relationship of culture and reputation and strategic communication counsel.

Sheffer—who began teaching at Boston University in July 2018—is an established professional who has made a name for himself in a number of areas in the communications field.

Before arriving at Boston University last July, he was the chief communications officer at General Electric—a post he held for 13 years. During his tenure at General Electric, Sheffer was elected as chairman of the board of the Arthur W. Page Society, which is the leading organization for senior communicators from Fortune 200 companies, agency heads and leading academics.

He is involved in the Arthur W. Page Center for Integrity in Public Communication and the Institute for Public Relations, serving on the boards of both organizations. Shaffer is also a Founding Member of the Advisory & Selection Committees at the GE-Reagan Foundation Scholarship Program, which says that it rewards “college-bound students who demonstrate exemplary leadership, drive, integrity and citizenship with financial assistance to pursue higher education.”