



Maxim Behar

CEO and Chairman of the Board of Directors of M3 Communications Group, Inc.

Maxim Behar is globally renowned Public Relations and media expert, manager and diplomat. In 1994 he founded PR company M3 Communications Group, Inc. and since then he is CEO and Chairman of the Board and the company is among the leading on the market. Behar graduated Harvard Kennedy School and also The University of Economics in Prague (started in UNWE before moving to Czech Republic) and also trainings in Yokohama Kenshu Center and The Pacific Institute in Seattle. He was a president of the World PR Organization ICCO until 2017 and now is president of the the World Communications Forum Association, based in Davos, Switzerland. He was President of the Bulgarian Association of PR agencies BAPRA, President of the Bulgarian Business Leaders Forum, also is a member of tens local and international boards, vice president of the Atlantic Club in Bulgaria. His latest book, published in the USA *The Global PR Revolution* was ranked by the independent body of BookAuthority number 4 among the best PR books in the world for 2020. In May 2020 the global edition of PR Week announced Maxim Behar as the Best PR Professional in Europe. Until now he took part as presenter in TEDx twice - in Plovdiv and Sofia.