



## **New York City Business Leadership Network Names New CEO; Brandon M. Macsata tapped to drive disability value**

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NEW YORK, NY (January 19, 2011) – The New York City Business Leadership Network (NYCBLN) today announced that it has named Brandon M. Macsata to serve as its full-time CEO.

Since October 2011, Macsata served as the organization’s Interim Executive Director. Prior to serving in that role he served as the General Consultant to the NYCBLN; in that capacity he has helped with the NYCBLN’s branding, marketing and communication strategies, as well as position the organization among the leading business-to-business voices in New York City. Notably, Macsata also served as General Consultant to the US Business Leadership Network (USBLN®), where he coordinated and implemented the complete overhaul of the affiliate, communication, marketing, programmatic and fundraising strategies from 2007-2009.

NYCBLN is undergoing a major strategic review to align with the demands of its Business Customers. Rich Donovan, new Board Chair, is leading this review to chart a path to organizational sustainability and to aggressively provoke profitable growth for its Business Customers as it relates to people with disabilities. NYCBLN expects to re-launch by end of 2<sup>nd</sup> quarter 2012.

Said Rich Donovan, “We’re excited to have Brandon aboard in disrupting the status quo to drive disability value. He understands the players on the field, and recognizes the market’s thirst for new content and measurable results.”

Learn more about the NYCBLN online at <http://www.nycbln.org>.

For more information about the New York City Business Leadership Network, or its CEO please contact Brandon M. Macsata by email at [Brandon@NYCBLN.org](mailto:Brandon@NYCBLN.org).

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