



ADRIENNE WOODWARD PETZ

FOUNDER & PRINCIPAL

Petz Consulting

ADRIENNE PETZ is an expert in developing, managing, and executing strategic programs that meet the communication needs of her clients. She's highly effective in striking that delicate balance between two different worlds – communications and legal. She is a person of high integrity who brings big agency service with a personal touch. Always cool under pressure, she quickly assesses a situation, spotting trends, and effectively mixes the big picture with the small details to bring about the right solution at the right time. Early career roles on Capitol Hill including deputy director for the U. S. House of Representatives Committee on Science helped blend her communications skills with diplomacy.

As the Founder and Principal at Petz Consulting, Ms. Petz counsels and advises C-Suite leaders and communications and legal executives to prepare for and during times of crisis, high-stakes litigation and other reputation challenges. Her consultancy work expands on her long-tenure at Edelman where most recently she served as the Managing Director, US Litigation Communications and Legal Affairs. She brings superior knowledge and strategic judgment on a variety of risk-related issues including antitrust, business operations, class action lawsuits, consumer product recalls, corporate malfeasance, crisis preparation and risk mitigation, data security and privacy, government and congressional investigations, intellectual property rights, labor union corporate campaigns, M&A and regulatory actions.

She brings a different approach to leading people, empowering them to grow while remaining laser-focused on delivering top-notch client service. Her extensive experience in client service, business operations and people development makes her a trusted advisor internally and externally. She knows how to communicate to identify the problem, drive strategies to resolve the issues, and achieve client success.

Ms. Petz has a history of stepping up to challenges. She successfully designed and launched a communications specialty practice focused on protecting organizations' reputations in the court of public opinion as well as in a court of law. She ran the Washington, D.C. Office Operations for Edelman including managing cost, people, a major renovation, and processes to achieve revenue growth. She also established the first ever practice-wide crisis management operations role ensuring continued U.S. business growth while breaking down organizational silos as the Regional Strategy and Operations Director for U.S. Crisis Practice. This geo-agnostic approach later became the blueprint for Edelman's U.S. corporate reorganization plan.

Ms. Petz has been recognized in the industry for programs she directed with multiple awards and honors including the work she did for the International Research & Exchanges Board helped free a woman from an Iranian prison. She has authored numerous articles and presented on crisis and litigation communications topics and was named one of the Global 100 Leaders in Strategy and Consulting by Lawdragon.

Petz graduated with honors from American University with a dual bachelor's degree in psychology and law and society.

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