

ADRIENNE PETZ

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PRESSURE-TESTED COMMUNICATIONS & C-SUITE CONSULTANT

Accomplished Communications Executive with deep expertise in developing strategic programs and deploying teams to deliver value while achieving business growth. Known for an ability to strike a delicate balance between communications and legal worlds. A cool head under pressure with the ability to protect organizations' reputations in challenging times. A different kind of leader – leading differently. Passionate about building high-performing teams to exceed expectations and develop innovative solutions to complex issues.

AREAS OF EXPERTISE

Strategic Communications | C-Suite Advisory | Litigation and Legal Affairs | Risk Assessment
Crisis Preparedness | Complex Issue Management | Cybersecurity | Budgeting and Resource Management
Client Relationship Management | Consensus Building | People Management | Leadership

KEY ROLES / ACCOMPLISHMENTS

- Started own advisory business to help C-Suite executives successfully navigate complex reputational issues
- Successfully designed and launched a communications specialty practice focused on protecting organizations' reputations in Court of Public Opinion as well as in Court of Law as Managing Director, Litigation & Legal Affairs.
- Ran the Washington, D.C. Office Operations including managing cost, people, a major renovation, and processes to achieve revenue growth to \$40M as Chief of Staff and Operations for the Washington, DC office.
- Established the first ever practice-wide crisis management operations role ensuring continued US business growth while breaking down organizational silos as the Regional Strategy and Operations Director for US Crisis Practice. This geo-agnostic approach later became the blueprint for the US corporate reorganization plan.
- Partnered with Senior Counselor to reimagine the crisis practice growing it from a 2-person operation to 20 with the largest component in the US Crisis business as the Group Head of the DC Crisis Practice.

EXPERIENCE

PETZ CONSULTING, Alexandria, VA
Founder & Principal

July 2023- Present

Counsel and advise C-Suite leaders and communications and legal executives to prepare for and during times of crisis, high-stakes litigation and other reputation challenges.

Areas of Expertise: Strategic Communications | People Management | Leadership | Business Development | Crisis, Litigation, Legal and Public Affairs | Risk Assessment | Complex Issue Management | Cybersecurity | Budgeting and Resource Management | Client Relationship Management | Consensus Building | Problem Solving | Internal Communications | Organizational structure

EDELMAN, Washington, DC

April 1998-July 2023

A global communications firm of more than 6,000 employees in 60 offices worldwide that partners with businesses and organizations to evolve and protect their brands and reputations.

US Managing Director, Crisis and Litigation Affairs July 2021-July 2023

Directed and mentored a US Crisis staff of approximately 40 people tasked with compliance, business innovation and client growth with revenues exceeding \$25M. Created new work year over year growing the revenue through strong relationship management.

- Partnered with the US Crisis Chair to manage US business and personnel including managing utilization, hiring, and infusing innovation in work products. US Crisis team met yearly budget goals in only 9 months.

- Counseled Fortune 100 C-suite executives on a variety of crisis communications, legal matters as well as regulatory and public policy issues.
- Published articles and spoke on assorted topics related to litigation and crisis communications.

Executive Vice President, Crisis and Litigation Communications January 2020-June 2021

Created the specialty practice of crisis and litigation communications including designing and formalizing the offerings, as well as building and delivering on the growth plan.

- Launched the Litigation and Legal Affairs offering through the Global Crisis Practice including hiring a dedicated Vice President of Litigation Communications.
- Delivered \$2.5M in revenue in first 18 months.

Chief of Staff and Operations, Washington, D.C October 2018-January 2020

Led the overall business operations for the Washington, DC office including staffing and facilities management. Reported to and counseled the Washington, DC President on various business and client issues.

- Led the Executive Committee to create a unified budget, planning process and business strategy needed to achieve fiscal year revenue target of \$40M.
- Managed the full office renovation including space acquisition and retrofitting as well as the logistics of maintaining complete operational oversight until the project reached completion.
- Managed special projects including replacing the Public Affairs Group Leader, assuming the role as the interim head until the replacement arrived.

Regional Director of Operations, U.S. Crisis & Risk October 2014-October 2018

Transformed a geographically based and siloed organization into a "One Voice" approach across the firm. Collaborated with the people to create a shared vision and mission that ultimately became the blueprint for the organizational plans.

- Managed all crisis opportunities throughout the US network reporting to and partnering with the Global Crisis Chair to ensure continued revenue growth (approximately \$10-\$15M in revenue per year.)
- Developed and implemented protocols, processes, and standards for all US Crisis work.
- Created and implemented a mindset to move away from geographically focused pod and established an on-call network using skills mapping.

Executive Vice President, Crisis and Risk September 2012-October 2014

Designed, implemented, and managed a team dedicated to responding to crises in real time. Managed an annual budget of \$6-8M per fiscal year.

- Managed and mentored the 15-person crisis team ensuring all were trained and appropriately utilized.
- Created a "flex" team of an additional 10-15 people who could be called on to assist with crisis work when needed deepening the firm's crisis bench strength.
- Directed issue coalitions, third party influencer outreach programs, day-to-day trial communications, and media relations projects.

Senior Vice President**Vice President****Senior Account Supervisor****Account Supervisor****Senior Account Executive****Account Executive****ADDITIONAL RELEVANT EXPERIENCE****U.S. House of Representatives Committee on Science****Deputy Director of Communications****Staff Assistant / Press Aide****EDUCATION**

Bachelor of Arts, Law and Society and Psychology, Cum Laude

The American University, Washington, DC

HONORS AND AWARDS

- Global 100 Leaders in Strategy and Consulting, Lawdragon
- Litigation PR–Band 2, Chambers and Partners
- PR Week, Public Affairs Campaign of the Year
- PR Week, Crisis / Issues Management Campaigns of the Year
- PRSA Silver Anvil, Public Affairs, Association / Non-Profit Category
- PRSA Award of Excellence, Crisis Communications Category
- PRSA Bronze Anvil Award of Commendation, Websites–External Category
- Edelman Chairman’s Award for Quality Client Service
- Edelman Michael K. Deaver Award
- SABRE Award, Protecting an Industry under Attack, Holmes Group
- SABRE Award, Professional Services Announcement
- SABRE Award, Public Affairs Campaign

PUBLICATIONS

- **Litigation Communications:** Trial-Tested Principles for the Court of Public Opinion, Bloomberg Law (April 2023)
- 6 Effective Legal and Communications Antitrust Strategies, Law 360 (July 2022)
- 5 Ways General Counsel Can Win in the Court of Public Opinion, Corporate Counsel (May 2022)

SPEAKING ENGAGEMENTS

- Conference Panelist, Women Influence Power & Law (2022)
- Workshop Moderator, Association of Corporate Counsel (2021)
- Conference Panelist, International Risk Management Institute (2019, 2018)