



**MICHAEL SLATIN**

PRINCIPAL



Public  
Affairs

Michael is an experienced and trusted communicator with thirty years of building and protecting personal and corporate brands around the world. His love for storytelling and crafting a compelling message is rooted in an early career in a newsroom. Today, boardroom executives rely on Mike for his keen insights and communications counsel whether they are navigating a crisis or expanding their interests.

Mike designs and leads comprehensive public affairs strategies including crisis and rapid response plans; managing a client's reputation and building thought leadership with key audiences; and heightening the media and online presence for C-suite executives. Clients benefit from Mike's expertise in connecting brands and their executives with the right audiences while moving the needle of public opinion in their favor.

Mike has led successful global public affairs campaigns with teams in Europe, Asia, the Middle East and the United States for iconic brands like The Walt Disney Company, Caterpillar, Emerson, UPS, Eastman Kodak, and AT&T. He most recently served as Senior Vice President and Senior Partner at FleishmanHillard where clients relied on his hands-on approach to brand-building events and decisive guidance in a crisis.

