



Harlan Loeb

Global Practice Chair: Crisis & Reputational



BACKGROUND

Harlan Loeb heads Edelman's, Global Reputational Risk Practice. He is a widely-recognized expert in global reputation risk management preparedness and

crisis response. Working in conjunction with leading academics from Harvard University, the Kellogg School of Management, and the University of Chicago, Harlan and his team have developed proprietary programs and solutions for the life cycle of reputational risk. He has worked across all industry sectors on some of the most complex and high profile global crises and reputational challenges. Harlan works closely with Boards and executive leadership to develop effective programs and processes to audit, track, measure, and manage reputation risk.

Before joining Edelman, Harlan was a founding principal of the Chicago office of FTI's Strategic Communications Consulting Group. Harlan also served as the Managing Director of Litigation Communications for Hill & Knowlton. Licensed to the Bar in both Illinois and Wisconsin, he began his legal career in private practice with the law firm of Godfrey & Kahn, where his focus included

regulatory issues and government affairs. Harlan also served as Civil Rights Counsel for the ADL and lead fact finding, appellate litigation, public affairs, and media strategy.

Harlan is Professor of Crisis & the Court of Public Opinion at Northwestern University Law School, and a contributing writer for *Huffington Post* and *Compliance & Risk Magazine*

EDUCATION: Dartmouth, Vassar College, BA; University of Minnesota Law School JD, *cum laude*.

APPOINTMENTS:

- Research Council, National Preparedness Leadership Initiative, Harvard University
- Advisory Board of the International Law & Business Journal at Northwestern Law School
- ABA's American Jury Project, chaired by Justice Sandra Day O'Connor
- Risk Lab Faculty, Kellogg School of Management