

A word cloud featuring various terms related to journalism and media. The most prominent words are 'PR experts' in large orange letters, 'commentary' in large green letters, and 'public affairs' in large green letters. Other visible words include 'analysis' (orange), 'interview' (grey), 'article' (blue), 'story' (green), 'media' (yellow), 'opinion' (blue), 'context' (orange), 'op-ed' (orange), 'resource' (yellow), 'perspective' (blue), 'quote' (blue), 'source' (green), and 'online' (blue).

APCO's team of high-level public relations experts bring fresh perspective and firsthand industry experience in sectors including government, food and consumer products, health care and online communication, among others.

Please use this book as a reference to help you meet your current and future needs. We're always happy to put you in touch with any of our professionals and hope to continue to be a resource to you.

Best regards,

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CORPORATE RESPONSIBILITY

Tara Greco, senior vice president, Washington, D.C.



Tara Greco develops highly-recognized philanthropic strategies for corporations and manages initiatives that build alliances with key constituencies. She has 15 years of experience in strategic communication and designing and implementing focused community relations programs. Prior to joining APCO, Ms. Greco served as director of public relations for Reading Is Fundamental (RIF) for nearly three years, where she managed the externally-focused strategies and activities for the national organization, which included oversight of media relations, branding, special events and publicity. Before joining RIF, Ms. Greco spent five years in corporate marketing for another national youth-focused nonprofit organization, America's Promise.

Kitty Potter, director, Hong Kong



Kitty Potter leads the corporate responsibility (CR) practice in the Asia-Pacific region. She works with a range of commercial and nonprofit clients in CR program design and development, multi-stakeholder supply chain initiatives, sustainability rating and reporting, and climate change adaptation. Ms. Potter also works closely with clients to develop tools to measure CR impact on corporate reputation, and she manages media and community engagement around CR programming. Prior to joining APCO, Ms. Potter was the regional labor manager, Asia-Pacific, for the adidas Group's Social & Environmental Affairs (SEA) department. A commercial lawyer by training, she was instrumental in developing the company's compliance and CR programs including supplier training. Ms. Potter project-managed key initiatives in the adidas supply chain relating to HIV-AIDS, migrant-worker protections, human-resources management and worker reproductive health.

Rachel Thompson, global practice head



Rachel Thompson provides strategic advice on corporate responsibility and globalization issues to corporate, government and nonprofit clients. Ms. Thompson also serves as vice-chair of APCO Worldwide's Responsible Business Committee. Previously, Ms. Thompson has been an Australian NGO campaigner on forest issues, an Australian trade negotiator and a senior policy researcher in an intergovernmental organization. Ms. Thompson advises clients on alignment of CR strategy with business strategy; stakeholder and partnership programs; evidence-based reporting and communication; and next-generation CR initiatives. Prior to joining APCO, Ms. Thompson worked at the OECD Secretariat in Paris and served in the Australian Foreign Service.

FINANCE

Larry Snoddon, vice chairman



Larry E. Snoddon plays an active role in senior client counsel and strategic development of the firm. Throughout his career, Mr. Snoddon has been deeply involved in corporate strategic communication, corporate governance, investor relations, public affairs, financial services and the health care field. He has also supervised global corporate and crisis management programs. Prior to joining APCO, Mr. Snoddon was vice chairman and a member of the executive committee and board of directors of Young & Rubicam Inc. He also served as worldwide president and chief executive office for Burson-Marsteller.

Sukyi Yau, Hong Kong



Sukyi Yau leads APCO Worldwide's financial communication practice in Greater China. Ms. Yau has more than 10 years of journalism experience and was one of Hong Kong's most influential and well-connected reporters before joining the public relations industry in 2003. Her knowledge of local politics and finance has proven invaluable in helping clients shape their communication strategies. Prior to joining APCO, Ms. Yau was co-managing director of Citigate Dewe Rogerson in Greater China, where she led a number of financial transactions, initial public offerings and public affairs projects. Earlier in her career, Ms. Yau was the chief finance reporter with Ming Pao, a respected mass-circulation Hong Kong daily newspaper, where she specialized in banking, regulatory and government news.

Jeff Zelkowitz, senior vice president, New York



As a leader in APCO's global financial practice, Jeff Zelkowitz helps companies navigate material issues and events including transactions and other high-stakes business situations and develops corporate positioning strategies to raise visibility and build and protect reputation. Prior to joining APCO in 2006, Mr. Zelkowitz was a partner and managing director at the international investor relations consultancy Taylor Rafferty, where he worked for 15 years in New York and London. He is an expert on best-practice financial communication, M&A transactions, listings and capital-raising, with a focus on establishing a compelling investment message, building credibility with financial audiences and achieving strategic and capital market objectives. Mr. Zelkowitz has authored a number of articles on financial topics, corporate governance and sustainability.

FOOD & CONSUMER PRODUCTS

Stephanie Lvovich, executive director for APCO's business in Europe, Middle East and Africa



Stephanie Lvovich is the global chair of APCO's food and consumer products practice. Ms. Lvovich has authored articles in the field of public affairs, corporate reputation, the alcohol industry, food marketing and obesity and she has presented at conferences internationally on marketing issues concerning food and consumer products. She has been recognized by the European Parents Association award for outstanding contribution to media and children, and was awarded a Fulbright Fellowship in 1997.

Melissa Musiker, vice president, food policy, Washington, D.C.



Melissa Musiker has extensive experience as a food and nutrition policy expert and as a practicing dietitian. Prior to joining APCO, Ms. Musiker was director of science policy, nutrition and health for the Grocery Manufacturers Association (GMA), where she served as technical resource and spokesperson on regulatory and legislative policy issues related to food, nutrition and health for the consumer packaged goods industry. Before entering public policy, Ms. Musiker was a practicing dietitian focusing on pediatric nutrition in both clinical and community settings. Ms. Musiker is a member of the Cornell Institute of Food Science Advisory Council and the D.C. Metro Area Dietetic Association board of directors and is a senior nutrition advisor to the Healthy Weight Commitment Foundation.

Blythe Reiss, food and consumer products practice lead, New York



Blythe Reiss is a recognized leader in branding and positioning, crisis management and media relations. Ms. Reiss has more than 20 years of experience managing corporate and brand programs for many of the world's best-known companies. Ms. Reiss most recently served as vice president of communications, Americas, for Electrolux Group, the world's second-largest home appliance manufacturer, overseeing comprehensive corporate communication campaigns, issues management programs and internal communication efforts. Ms. Reiss also has extensive agency experience, having led large-scale global communication campaigns for a range of high-profile brands at Burson-Marsteller.

Cherie Stewart, senior vice president, San Francisco



Cherie Stewart offers a diverse background of strategic corporate communication and consumer marketing expertise. Ms. Stewart has had the opportunity to lead communication programs for well-known consumer brands such as Gap, Old Navy, LeapFrog Enterprises, Pure Digital/Flip Camera and Peet's Coffee & Tea. Through her consultancy, Harlu Communications, Ms. Stewart led many high-profile strategic communication projects for Gap Inc. and Old Navy, ranging from corporate giving programs to crisis issues management. Prior to that, she led corporate communication at LeapFrog Enterprises where she managed all corporate, internal, crisis and financial communication for the company.

HEALTH CARE

Stig Albinus, health care practice lead, New York



Stig Albinus, a senior health care communication executive, has more than 30 years of experience working for many of the world's most influential health care stakeholders in both Europe and the United States. He has counseled dozens of leading pharmaceutical companies, health care organizations and health policy associations. Prior to joining APCO, Mr. Albinus held multiple executive roles in Burson-Marsteller's health care practice over the course of his 16-year tenure with the firm. Later, he was appointed chairman of the company's U.S. health care practice. Most recently, Mr. Albinus was a partner and director of integrated client solutions at Porter Novelli in New York.

Bill Pierce, senior vice president, Washington, D.C.



Bill Pierce was the deputy assistant secretary for public affairs at the Department of Health and Human Services (HHS). At HHS, Mr. Pierce was senior spokesman for the department and the secretary, and provided public affairs counsel to HHS and its agencies including the Centers for Medicare and Medicaid Services, the Food and Drug Administration, the National Institutes of Health, the Centers for Disease Control and Prevention, and the Office of Global Health Affairs. He also worked with HHS secretary Tommy Thompson on the HHS' diet and exercise campaign. Prior to HHS, Mr. Pierce served as the director of public affairs for the Blue Cross and Blue Shield Association.

Courtney Piron, senior vice president, Washington, D.C.



Courtney Piron has more than 15 years of experience in policy development and strategic communication for the health care sector. Prior to joining APCO, Ms. Piron served as a director in the economic & policy research group, a division of corporate affairs at Pfizer Inc. At Pfizer, Ms. Piron's primary areas of responsibility included health system reform, policy communication, the industry's economic contribution to states and U.S. regulatory policy issues. Ms. Piron has extensive knowledge about pharmaceutical and biotech policy issues, health care reform, Medicare coverage and reimbursement, disease management, and Food and Drug Administration regulatory policy. Before joining Pfizer in 2001, Ms. Piron was director of health policy for Wyeth.

Wayne Pines, president, regulatory & health care services, Washington, D.C.



Wayne L. Pines has worked on health care and regulatory issues; litigation; product approvals; advertising issues; recalls; and congressional issues involving the regulation of pharmaceuticals, medical devices and food. He served 10 years in senior positions at the United States Food and Drug Administration (FDA). He was FDA's chief of consumer education and information, chief of press relations and associate commissioner for public affairs. He was the chief media spokesman for the FDA for seven years and was named the 2004 FDA's Alumnus of the Year. He has authored or edited 10 books about crisis communication and the FDA.

MEDIA

B. Jay Cooper, Washington, D.C.



B. Jay Cooper leads APCO's team of strategic communication professionals and counsels clients on all aspects of creating and carrying out effective programs for media relations, issues management and crisis communication. His extensive, real-world communication experience includes stints in senior positions in the White House, the U.S. Department of Commerce and at Yale University. Mr. Cooper also was a journalist and newspaper editor. Prior to joining APCO, Mr. Cooper served as deputy White House press secretary and deputy assistant to the president under Presidents Ronald Reagan and George H. W. Bush. Mr. Cooper was also director of public affairs at the U.S. Department of Commerce.

Jennifer Millerwise Dyck, Washington, D.C.



Jennifer Millerwise Dyck is a frequent commentator on cable news and radio, focusing on government and politics. Most recently, Ms. Dyck served as director of public affairs at the Central Intelligence Agency (CIA). Before joining CIA, Ms. Dyck was deputy communication director for Bush-Cheney '04, where she managed the regional press operation, covering 17 target states. Ms. Dyck also served as press secretary and deputy assistant for communications to Vice President Dick Cheney from 2001 to 2003. During the first 10 months of the Bush administration, she was White House assistant press secretary.

Evan Kraus, executive vice president, APCO Online®



Evan Kraus has served as a senior strategic counselor for many of the world's largest businesses – helping them optimize their Web presence; tell a better corporate story; “push” their messages out to target audiences; shape online issue debates, identify, attract and mobilize supporters and endorsers; conduct outreach to bloggers and other new media channels; and analyze the online environment to form strategy. He has served as a strategic communication counselor for a mortgage banking company and coordinated the launch of a groundbreaking online communication campaign for a client that exposed hundreds of thousands of opinion elites to campaign messages and streamed real-time news onto NYTimes.com and FinancialTimes.com. Mr. Kraus often speaks on online communication trends and how they affect the communication business.

ONLINE AND SOCIAL MEDIA

John Cangany, vice president, Washington, D.C.



John Cangany manages APCO Online's global social media team on a variety of issues and campaigns. Mr. Cangany has developed and implemented online outreach strategies for issues related to litigation, transportation, energy, sustainability and health care. Prior to joining APCO, Mr. Cangany was the content marketing manager for Island Press, an environmental book publisher. While at Island Press, he managed diverse book campaigns on environmental issues and developed successful online and social media strategies for the company and many of its books and authors. Earlier in his career, Mr. Cangany was account manager for PR Newswire and consulted clients.

Christal Goetz, senior vice president, APCO Online®



Christal Goetz has more than nine years of experience in managing online campaigns for clients in diverse industries including food and consumer products, nutrition, pharmaceutical, transportation and retail. Prior to joining APCO, Ms. Goetz was vice president, corporate practice, at New Media Strategies (NMS), a marketing firm specializing in social media. She was integral to building and driving company business results and served as the strategic account lead for key clients including Pepsi-Cola, Nestle and Chrysler. Earlier in her career, Ms. Goetz worked as a marketer for nonprofit women's health organizations.

David Wescott, vice president, APCO Online®



David Wescott directs the social media team for APCO Worldwide, where he develops and implements online outreach strategies on issues such as health care, education, energy, the environment, feminism and housing finance. He is the author of *It's Not a Lecture* (www.itsnotaleecture.com), a Web log that examines emerging online communication issues. He is a contributor at a number of online and mainstream publications, including Global Voices Online, Earth & Industry, Science Cheerleader and Business Lexington. Prior to joining APCO, Mr. Wescott was a legislative assistant to U.S. Senator Edward M. Kennedy, where he was responsible for a variety of issues, including international trade and energy.

PUBLIC/GOVERNMENT AFFAIRS

Alicia Peterson Clark, senior vice president and senior advisor, Washington, D.C.



Alicia Peterson Clark is an expert in public affairs, having worked in the field for nearly two decades. She brings years of experience working in the political arena with extensive experience in both the legislative and the executive branches of government. Prior to APCO, Ms. Peterson Clark was U.S. Senator Richard Burr's chief of staff. In that role, she provided daily strategic counsel on current events, public policy, legislation, communication, planning and political issues and helped to effectively build Burr's senate organization. She also was surrogate and state media director for the Bush-Cheney election and later was a special assistant to the president and deputy director in the White House Office of Strategic Initiatives.

Baron Hill, senior vice president , Washington, D.C.



Baron Hill is a former U.S. representative for Indiana's 9th congressional district, where he served from 1999 to 2005 and from 2007 to 2011. During his time in Congress, he focused on energy, health care and fiscal issues as a member of the Committee on Energy and Commerce, the Committee on Science and Technology and the Joint Economic Committee. In the 110th Congress, Mr. Hill was the author of legislation that raised fuel efficiency standards for vehicles for the first time in more than three decades. Prior to joining the U.S. Congress, Mr. Hill was a member of the Indiana House of Representatives, to which he was elected in 1982 and served for eight years. Earlier in his career, he worked in the financial, insurance and real estate sectors.

Mike Hotra, senior vice president Washington, D.C.



Mike Hotra leads the issues management and grassroots service group. Mr. Hotra has directed strategy-driven issue and communication campaigns that have resulted in the awarding of significant federal funding for APCO clients and significant positive regulatory outcomes. He has counseled clients in a diverse array of sectors including transportation, health care, insurance, financial services, natural resources, manufacturing and technology. In addition, Mr. Hotra has assisted clients in litigation communication, as well as in investigations by the Securities and Exchange Commission, Department of Justice and state attorney general. Prior to joining APCO, Mr. Hotra was director of legislation and communication for the American Tort Reform Association (ATRA) and director of the civil justice task force of the American Legislative Exchange Council. Mr. Hotra has been cited by *The Wall Street Journal*, *The New York Times*, *The Washington Post*, and *The Los Angeles Times* as an expert on civil justice reform.

Darren Murphy, managing director of APCO's global services to government practice



Darren Murphy, former adviser to the Blair government, provides expertise in crisis communication, strategic communication and government relations as well as a unique insight into health care decision making at the highest level. As special adviser for political communications in the prime minister's office, he provided Tony Blair with strategic and political advice on all media issues, was responsible for media planning and scheduling, message development and contributing to the content of Prime Minister Blair's speeches, articles and interviews. He was head of government relations and external affairs for AstraZeneca UK and also served as special adviser to Alan Milburn, secretary of state for health.

Barry Schumacher, senior vice president and director of international policy



Barry Schumacher specializes in international trade and foreign policy. He has helped to shape major trade, investment and foreign assistance legislation since the early 1980s, representing private companies, trade associations and governments. Legislation he has worked on includes the Caribbean Basin Initiative, the U.S.-Canada Free Trade Agreement, the North American Free Trade Agreement, the Freedom Support Act of 1990, and more recently, the Uruguay Round implementing legislation. Prior to APCO, Mr. Schumacher was an assistant specializing in trade issues for Florida Governor Bob Graham and was director of intergovernmental relations for Puerto Rico's Federal Affairs Administration.

TECHNOLOGY/INFORMATION SECURITY

Tina Stow, vice president Washington, D.C.



Tina Stow is a former senior director of privacy and communication for LexisNexis, a leading global provider of content-enabled workflow solutions. Ms. Stow was responsible for internal and external communication surrounding matters of privacy, security and compliance related to the company's business solutions. She planned and guided strategic communication efforts focused on issues management, crisis communication, stakeholder engagement, regulatory communications, privacy, training, compliance and policy. Prior to joining LexisNexis, Stow was manager of corporate communication at ChoicePoint Inc., an information and technology company acquired by LexisNexis in 2008.

Jonathan Winer, senior vice president, Washington, D.C.



Jonathan Winer, former U.S. deputy assistant secretary of state for international law, has more than 20 years of experience in information security. Mr. Winer provides strategic advice to clients on a range of issues from data protection, foreign corrupt practices and information security. At the State Department, he oversaw development of U.S. policy dealing with cybersecurity and cybercrime issues between the U.S. and the EU. Mr. Winer previously was chief counsel and principal legislative assistant to U.S. Senator John F. Kerry. Mr. Winer serves on the Steering Committee of the Transnational Threats Initiative of the Center for Strategic and International Studies and as a contributing expert on the counterterrorism blog.