

ADONIS HOFFMAN, Esq.

- Counselor to Fortune CEOs, Boards, Trade Associations
- Chairman, American Business Leadership Institute
- Corporate Reputation, Risk and Responsibility Expert
- Professor (Adjunct), Georgetown University
- Lawyer, Communications and Public Policy Advisor
- Author, *Doing Good—the New Rules of Corporate Responsibility*

Insightful Thought Leadership on:

- Corporate Responsibility
- Branding, Risk and Reputation
- Global Business Practices and Behavior
- The Changing Role of Business in Society



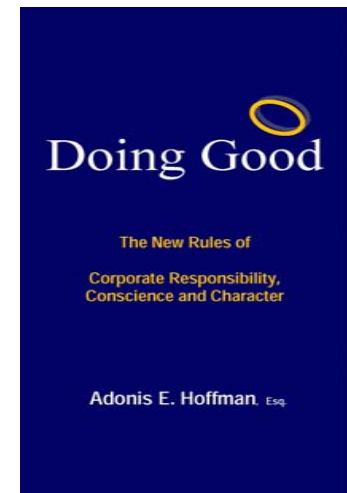
Society has high standards and expectations for corporations today. Adonis Hoffman provides CEOs, directors and business leaders with new tools to meet the challenge to be more competitive, responsible and responsive to consumer, shareholder, and regulatory mandates.

An erstwhile top advisor to Congress, the FCC, and the American Association of Advertising Agencies, Hoffman relies on over 25 years of high-level experience in law, government and business to help corporate leaders develop management and communication strategies to mitigate risks, avoid crises, and protect their reputation in today's global marketplace. He has appeared as an expert commentator on *CNN, NBC, MSNBC, Fox, Canadian Broadcasting* and *National Public Radio*, and his articles have been published in the *Los Angeles Times, Foreign Policy, Chicago Tribune, Broadcasting & Cable*, and the *Washington Post*. Educated at Princeton and Georgetown Law, Mr. Hoffman is a member of the bar of the District of Columbia, the U.S. Court of International Trade and the United States Supreme Court, and is on the advisory boards of the Corporate Counsel Institute, The Media Institute, and Nielsen.

Speech Topics Include:

- *"The New Rules of Corporate Responsibility"*
- *"The Changing Role of Business in Society"*
- *"Leadership Lessons from the BP Deepwater Horizon oil spill"*
- *"Diversity - How to Do it Right"*
- *"Image is Everything - Protecting Your Brand and Reputation"*
- *"How to Win Friends and Influence People in Washington"*
- *"Sustainability - What Does it Mean and Why Do You Care?"*
- *"Sleeping with the Enemy - How to Partner with Activists, Critics and Policy Adversaries"*

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Adonis Hoffman
P.O. Box 18691
Washington, DC 20036
866-546-2729 - office | 703-627-0400 cell
speaker@adonishoffman.com

www.adonishoffman.com