

## PEOPLE



**RICHARD EDELMAN**

## CEO

Richard Edelman is the CEO of Edelman, a global communications firm.

The firm was named to Advertising Age's 2019 A-List and was honored as "PR Agency of the Decade" by both Advertising Age and The Holmes Report.

Richard has extensive experience in marketing and reputation management, having led assignments with major corporations, NGOs and family businesses. He has advised senior executives through significant disruptions within their organizations, including Samsung and United Airlines. He has counseled countries in every region of the world on economic development programs. As the creator of the annual Edelman Trust Barometer, Richard has become one of the foremost authorities on trust in business, government, media and NGOs.

In 2020, Richard was inducted into the American Advertising Federation's Advertising Hall of Fame. In 2019, he was named the PR Agency Professional of the Past 20 Years by PRWeek and was inducted into the publication's Hall of Fame; in 2014, he was inducted in the Arthur W. Page Society's Hall of Fame. Richard is regarded as an industry thought leader and has posted weekly to his blog since 2004.

He serves on the Board of Directors of the Ad Council, the Atlantic Council, Project HOOD, P33, the Gettysburg Foundation, the 9/11 Museum and the National Committee on U.S. China Relations. He is a member of the Civic Committee of the Commercial Club of Chicago, World Economic Forum and PR Seminar.

Richard earned his M.B.A. from Harvard Business School in 1978 and a Bachelor of Arts from Harvard College in 1976.

### CONTACT

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