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Adonis Hoffman is a lawyer, business strategist and noted thought leader with over 30 years of legal, government and global experience in media, communications, public policy and corporate affairs. He has worked with CEOs, corporate boards, *Fortune* corporations, policymakers, foreign leaders, trade associations, institutional investors, embassies, and international organizations on a range of business and policy challenges. Hoffman is a leading voice on corporate responsibility and provides strategic advice to investors, business leaders and the media as part of his branded Advisory Counsel series.

Currently, Hoffman serves as CEO of The Advisory Counsel, Inc. He is chairman of Business in the Public Interest, Inc.; Trustee and Member of the First Amendment Advisory Council of The Media Institute; Co-chairman, External Advisory Council of Nielsen Media; Chairman of the Appellate Board, Direct Sales Self-Regulatory Council; publisher of *Business at Its Best*, and contributor to *The Hill* newspaper. Since 2015, he has provided strategic counsel on M&A, compliance, risk, diversity, inclusion, and reputation management, as well as public policy and regulatory guidance to 25 Fortune corporations and 93 private equity, hedge fund and institutional investors.

From 2013 - 2015 Hoffman served as Chief of Staff and Senior Legal Advisor at the Federal Communications Commission (FCC), working with the FCC Chairman, Commissioners and senior officials on major communications policy matters, including Net Neutrality; media ownership; broadcast and wireless spectrum; spectrum auctions; privacy enforcement; consumer protection, TCPA, and mega mergers in the media, broadband and internet sectors, including Comcast - TWC - Charter; ATT - DirecTV, and over a dozen broadcast and telecom transactions. He served at the FCC from 1998-2000 as Deputy Chief of the Cable Bureau and Policy Advisor to the FCC Chairman, where he chaired the Interagency Task Force on Advertising Practices and worked on the ATT - Media One merger, the AOL - Time Warner merger, among others. He has worked as legal counsel on class-action litigation in cases involving Microsoft, Arbitron, Google, the New York Stock Exchange., and in the last five years has provided policy and regulatory guidance on telecom, media and tech company mergers totaling \$200 billion.

Mr. Hoffman served in senior legal and policy positions in the U.S. House of Representatives (102nd Congress) (97th, 98th Congresses), including committee counsel and subcommittee staff director for the House Foreign Affairs Committee; Legislative Director for a Member of the House, and staff counsel to the District of Columbia Subcommittee on the Judiciary. Hoffman was later appointed senior associate at the Carnegie Endowment for International Peace, senior fellow at the World Policy Institute, and Fellow at the Capitol Policy Institute, where his work in constitutional and electoral reform took him to thirty countries in Africa, Asia and the Middle East, and he led nine delegations of international election observers.

From 2000-2010, Hoffman worked as senior vice president and counsel at the American Association of Advertising Agencies (the 4As), responsible for legislative, regulatory and legal matters, and representing the advertising industry before Congress, the Federal Trade Commission (FTC) and federal courts. Hoffman helped lead the advertising industry's self-regulatory initiatives on food marketing, advertising to children and online privacy.

Mr. Hoffman established and chaired the American Business Leadership Institute; served on the Advisory Board of the Corporate Counsel Institute; consulted with the Corporation for Public Broadcasting and served as a member of the National Advertising Review Board (NARB). He worked as Managing Director with Capitol Exchange Corporation; associate attorney at Hopkins & Sutter; and commercial banker at Bank of America.

Hoffman is a Contributor to *The Hill* newspaper, and his articles have been published in *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *Los Angeles Times*, *Chicago Tribune*, *Broadcasting & Cable*, *The Washington Times*, *Multichannel News*, *National Journal* and *Foreign Policy*. He has appeared on *CNBC*, *CNN*, *FOX*, *MSNBC*, *PBS*, *Voice of America*, *Canadian Broadcasting*, and numerous international networks, and has been widely quoted in national news media, including *AP*, *Reuters*, *Time*, and *USA Today*. Hoffman's *Wall Street Journal* article on the TCPA was cited in the Petitioner's Brief in *Campbell-Ewald v. Gomez* in the U.S. Supreme Court, 2015. Hoffman is the author of *Doing Good--the New Rules of Corporate Responsibility, Conscience and Character* (2010).

Adonis Hoffman earned an A.B. from Princeton University and a J.D. from Georgetown University Law Center. He is admitted to practice law before the District of Columbia. Court of Appeals; the Commonwealth of Pennsylvania; the U.S. District Court for the District of Columbia; the U.S. Bankruptcy Court; the U.S. Court of International Trade and the United States Supreme Court.



**ADONIS HOFFMAN, Esq.**  
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Mr. Hoffman has worked at the intersection of business, law and public policy since moving to Capitol Hill in 1980. He has been a trusted advisor to *Fortune* CEOs, corporate boards, entrepreneurs, foreign heads of state, American policymakers, community leaders, trade associations, diplomats and investors. Hoffman is a seasoned business and policy strategist and a recognized expert on telecom, media and tech policy, Internet and communications regulation, and policies affecting the marketing, advertising, and direct sales industries. He has worked on some of the largest media mergers in U.S. history and has helped to guide investors and business leaders on corporate affairs; government relations, legislative/regulatory matters; diversity and inclusion; international affairs; crisis and litigation communication; risk management and privacy.

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