

# WILL CLEMENT

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Deeply experienced communications leader adept in crisis communications planning, response, and resolution; public affairs; executive counsel; and reputation management. Thrives and leads in complex and regulated environments. Excels in helping organizations navigate tough business challenges, mitigate or avoid negative publicity, overcome reputation issues, tackle legislative mandates, contract disputes, lawsuits and solve for other critical issues through communications and managing trusted stakeholder relationships.

## EXPERIENCE

### **SENIOR ADVISOR FOR STRATEGIC COMMUNICATIONS**, UNITED STATES DEPARTMENT OF AGRICULTURE (JUL. 2024 – JAN. 2025)

- Led departmental communications for multiple USDA top-priority issues with significant animal and public health concerns, and/or reputational concerns; most notably highly pathogenic avian influenza (HPAI) or bird flu.
- Developed and executed communications strategies regarding major announcements and emerging situations. Spearheaded and served as the main representative on topic-specific media relations efforts, coordinated and led communications strategies across a diverse set of USDA agencies, scientific experts, and communications teams. Participated in meetings directly with and drafted materials for the Secretary and senior leadership officials across the department.
- As part of the Biden-Harris administration, held significant responsibility for both advocating on behalf of USDA's work among and collaborating directly with senior communications officials at the White House and across relevant departments and agencies including CDC and FDA.

### **FREELANCE CONSULTANT**, STRAIT INSIGHTS (FEB. 2023 – JUL. 2024)

- Created, edited, and provided counsel on public relations and media strategies, crisis responses and messaging, executive thought leadership content, marketing materials, client proposals and community engagement strategy for clients including a global healthcare company, a major southeastern city, a regional beverage company, and an acclaimed author and expert on personality in business.

### **ACCOUNT SUPERVISOR, HEALTH CRISIS & ISSUES**, EDELMAN (AUG. 2021 – DEC. 2022)

- Led the development of issue-specific communications plans and playbooks for the world's largest medical device maker for issues such as product recalls, invitation-only FDA advisory panel presentations, FDA advisory committee hearings, and expose-style media coverage.
- Co-led agency support for issues and crisis communications and public affairs strategies for one of Atlanta's largest healthcare systems including insurer disputes, litigation, cyber-security issues and intense negative publicity concerning strategic business decisions, all in close coordination with its Government Affairs and Public Relations teams.
- Updated the Corporate Communications Crisis Playbook for a global vision care company to enable the company to deliver effective, timely and accurate communications during a crisis.

### **ACCOUNT SUPERVISOR**, KETCHUM (JUL. 2021 – AUG. 2021)

### **SENIOR ACCOUNT EXECUTIVE**, KETCHUM (SEP. 2020 – JUL. 2021)

- Provided support and leadership oversight of strategy development and execution of key reputation protection projects and recovery for several multibillion-dollar companies and top healthcare clients, including health payers, pharmaceutical companies, health tech and wellness brands.

