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Adonis Hoffman is a strategic advisor to CEOs, companies, directors and investors. An attorney with over 32 years of high-level legal, policy and communications experience in Washington, DC and New York, Hoffman helps organizations and business leaders to engage markets, customers, policymakers and the media, and build reputations for responsible leadership through strategic alliances, marketing and advocacy. He is a leading voice on corporate responsibility, governance and integrity, authoring the 2010 book, *DOING GOOD—THE NEW RULES OF CORPORATE RESPONSIBILITY, CONSCIENCE AND CHARACTER*.

Currently, Hoffman is CEO of The Advisory Counsel, LLC and Chairman of Business in the Public Interest, Inc. He is on the Board of Trustees and the First Amendment Advisory Council of The Media Institute; Co-Chairman of the External Advisory Council of Nielsen Media, and Chairman of the Appellate Board of the Direct Sales Self-Regulatory Council of the national Better Business Bureau.

Hoffman served in senior positions in Government, including Counsel and Subcommittee Staff Director of the U.S. House of Representatives Committee on Foreign Affairs and the House Subcommittee on Judiciary & Education (102nd, 97th and 98th Congresses). He served as Chief of Staff and Senior Legal Advisor at the Federal Communications Commission (FCC), (2013-2015) and as international policy advisor to the Chairman, Deputy Chief of the Cable TV Bureau and chair of the Interagency Task Force on Advertising Practices (1997-2000). He began in government as an aide to the Lieutenant Governor and California Legislature.

Hoffman's private sector experience includes the following: Member of the National Advertising Review Board, National Advertising Division, Advertising Self-Regulatory Council; Senior Vice President & Counsel, American Association of Advertising Agencies; Member of the Advisory Board of the Corporate Counsel Institute, Georgetown University Law Center; Consultant to the Corporation for Public Broadcasting; Managing Director, Leadership Counsel, LLC; Founding Chairman, American Business Leadership Institute; Senior Associate, Carnegie Endowment for International Peace; Managing Director, Capitol Exchange Corporation; Associate Attorney, Hopkins & Sutter Law Firm; Account Executive, Gray & Company Public Communications International; Commercial Banker, Bank of America National Trust.

In global affairs, Hoffman, previously worked as a media, communications and government relations advisor to foreign embassies and governments from Africa, Asia, Europe and the Middle East. He organized and led independent delegations of international electoral observers and expert advisors on electoral, commercial and constitutional reforms in developing countries. In legal affairs, Mr. Hoffman has been counsel on class-action litigation in cases involving Microsoft, Arbitron, Google, the New York Stock Exchange. His work on regulatory and antitrust includes recent telecom, media and tech company mergers involving AT&T, Comcast, Time Warner, Time Warner Cable, Nexstar, DirecTV and Charter, exceeding \$200 billion.

Mr. Hoffman served as an adjunct professor at Georgetown University Graduate School in the Communications, Culture & Technology Program. He has appeared as an expert commentator on *CNBC*, *CNN*, *FOX*, *MSNBC*, *NBC*, *National Public Radio*, *Canadian Broadcasting*, and *The Voice of America*, and his op-eds have been published in *The Wall Street Journal*, *Fox Business*, *The New York Times*, *The Washington Post*, *Chicago Tribune*, *Los Angeles Times*, *Foreign Policy*, and *Broadcasting & Cable*, among others. 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 *Diversity — How to Do it Right* (2006) and *Doing Good--the New Rules of Corporate Responsibility, Conscience and Character* (2010).

Hoffman earned an A.B. in Politics from Princeton University and a Juris Doctorate (J.D.) from Georgetown University Law Center. He is admitted to practice law before the District of Columbia Court of Appeals; the U.S. Court of International Trade, The United States Court of Appeal for the District of Columbia; the U.S. Bankruptcy Court and the United States Supreme Court.

Married for 30 years Adonis and Karla Ellison Hoffman, J.D., have a son and daughter who are pursuing careers in business and medicine, respectively, and their family participates in community service activities.



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Mr. Hoffman has worked at the intersection of business, law and public policy since moving to Capitol Hill to work as an assistant to a Member of the U.S. House of Representatives from California in 1980. He has been a trusted advisor to *Fortune* CEOs, boards of directors, entrepreneurs, diplomats and foreign heads of state, elected officials, regulators, policymakers, trade associations, investors and community leaders. Hoffman is a seasoned business and policy strategist and a recognized expert on change, crisis and reputation management. He has worked on some of the nation's largest media mergers and has helped to guide investors and business leaders on corporate strategy; government affairs, diversity, equity, inclusion; legislative and regulatory matters; international affairs; crisis and litigation communication; privacy and enterprise risk management.

CONCENTRATION

- ** Change, Crisis Reputation Issues
- ** Regulatory & Public Policy
- ** Diversity, Equity, Inclusion
- ** Strategic Media Relations
- ** Telecom, Media, Tech, Privacy
- ** Corporate Responsibility

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