

Adonis E. Hoffman, Esq.

Adonis Hoffman, Esq. is chairman and CEO of Business in the Public Interest, and Adjunct Professor of Communication, Culture & Technology at Georgetown University. He is a member of the Board of Trustees of The Media Institute, co-chairman of the External Advisory Council of Nielsen Media, editor and publisher of *Inside the FCC*, and a contributor to The Hill newspaper. He provides strategic advisory counsel to organizations and investors on compliance, risk, M&A and reputation management, as well as regulatory and public policy developments.



Mr. Hoffman is a lawyer, business advisor and recognized expert on media, communications, advertising and public policy, with over 30 years of high-level legal, government, and international experience. He has worked with CEOs, corporate boards, U.S. policymakers, foreign leaders, trade associations, institutional investors, embassies, and international organizations on a range of global and domestic issues. He is considered a leading voice on media and communications law and policy, especially FCC and FTC regulations, and provides commentary and insight to policymakers, the news media, and investors.

Hoffman served from 2013 - 2015 as Chief of Staff and Senior Legal Advisor at the Federal Communications Commission (FCC), working with the FCC Chairman, Commissioners and senior staff on key communications policy matters, including Net Neutrality; media ownership; broadcast and wireless spectrum; wireless and broadcast auctions; retransmission agreements; privacy enforcement; consumer protection, TCPA, and several 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 earlier at the FCC from 1998-2000 as Deputy Chief of the Cable Bureau and Policy Advisor to the FCC Chairman, where he worked on the ATT- Media One merger and the AOL - Time Warner merger, and was appointed chair of the Interagency Task Force on Advertising Practices.

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 represented the advertising industry before Congress, the FTC, and federal courts. Hoffman helped lead the advertising industry's self-regulatory initiatives, including food marketing, advertising to children, and online consumer privacy initiatives.

Mr. Hoffman served in the U.S. House of Representatives (1990-1993) (1980-1984) in senior legal and policy positions, including committee counsel and subcommittee staff director for the House Foreign Affairs Committee. He was later appointed a senior associate at the Carnegie Endowment for International Peace and senior fellow at the World Policy Institute. His work in constitutional and electoral reform took him to thirty countries in Africa, Asia and the Middle East. He previously worked as Managing Director with Capitol Exchange Corporation; associate attorney at Hopkins & Sutter; and commercial banking at Bank of America. He established and chaired the American

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Business Leadership Institute; consulted with the Corporation for Public Broadcasting and served as a member of the National Advertising Review Board (NARB).

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).

Mr. 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. Court of International Trade and the United States Supreme Court. Adonis and Karla Hoffman have been married for 26 years and have a son and daughter.

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