

## **Brian Berry**

Partner, CLS Strategies

Brian specializes in solving high stakes problems and developing and managing traditional and digital communications plans for crisis situations that involve government, non-government, and public sector stakeholders, including the media. Some of the companies and organizations he has counseled over the last 20 years include PhRMA, Google, Investment Company Institute, National Marine Manufacturers Association, U.S. Mortgage Insurers, Genworth Financial, Lincoln Financial, Ball Corporation, Stanley Black & Decker, the United Nations Foundation, FCI Federal, and many others.

A DHS federal contractor turned to Brian to defend one of its awards as part of a formal GAO protest against its competitor. Months of sustained media coverage and congressional inquiry led to a rare, precedent-setting GAO victory on the grounds that competitor was not forthright in its pursuit of the contract and should not be considered a “responsible” partner of the government. Brian later worked with the firm’s marketing team to develop a new branding platform and thought leadership strategy to elevate its profile.

For the Cruise Lines International Association, Brian served as a crisis and communications counselor for three years when multiple government agencies around the world sought to levy new and costly mandates on the industry at the request of special interest groups and misinformation. Brian helped the industry and individual cruise line companies navigate through multiple crises, such as loss-of-life, on-board fires, and the threat of infectious disease and illness such as H1N1 flu and norovirus.

Brian also worked with DaVita, the nation’s largest provider of kidney dialysis, to develop a national crisis management system for use by its facilities in every state. He and his team assisted the company through every crisis that arose – hurricanes, fires, labor strikes, litigation, and more.

In 2015, Brian devised and managed the Don’t Comcast the Internet campaign, an effort aimed at the Federal Communications Commission’s review of the proposed Comcast/Time Warner Cable merger. This successful, high-stakes crisis effort sought to protect competing pay-TV and internet service companies, as well as consumers, from the negative impact of the proposed merger.

Earlier in his career, before focusing exclusively on strategic communications, Brian worked on several political campaigns. He studied Political Science and International Relations at the State University of New York, College at New Paltz, and attended the Universidad de Oviedo (Spain). In 2010, Brian completed the Harvard Business School “Senior Management Program” for Omnicom.