



**Esther Campi, CEO**

During a career spanning 25+ years, Esther Campi has been a trusted adviser to America's top leaders — from Fortune 500 CEOs to U.S. senators.

Her firm, **Campi & Company**, specializes in **executive coaching, leadership development, and corporate reputation management**. In Campi & Company, clients gain a partner who knows how to navigate high-stakes leadership and communication, whether in a boardroom, a hearing room or a newsroom.

Since its founding, the firm has served a robust client roster of market-leading companies that rank among Fortune magazine's "**World's Most Admired Companies**" and Forbes magazine's "**World's Most Innovative Companies**." Our clients are C-suite executives at the top of their game, called upon to advise policy makers, communicate critical information to the public, and do lifesaving and economy-sustaining work across diverse industries, including health care, hospitality, financial services, and more. Whether clients are preparing to take on a new leadership role, communicate their vision to internal and external stakeholders, manage a PR crisis, appear at the White House, or go live on CNBC, Campi & Company is by their side.

Campi's rare "trifecta" of experience at the highest levels of business, government, and media comes from her roots as a chamber of commerce executive, U.S. Senate press secretary, and award-winning journalist.

As senior vice president of communications for the **Metro Atlanta Chamber**, Campi had a front-row seat on corporate America, helping leaders from companies like Equifax, Coca-Cola Enterprises and Georgia-Pacific lead high-profile issue campaigns. She learned her way around Congress as a spokeswoman for **U.S. Senator Fred Thompson**, and helped clients navigate the trial by fire of New York politics and press at the top-rated agency **Eric Mower and Associates**.

Campi understands reporters because she was one. She covered Congress and the state legislature as capital bureau chief for Mississippi's **Sun Herald** newspaper, and Cornell University as an education reporter for **The Ithaca Journal** in upstate New York. Along the way, she earned two statewide Associated Press awards.

Campi is a sought-after speaker, writer and industry expert, and former adjunct and frequent guest lecturer at the **University of North Carolina at Chapel Hill's** legendary journalism and media school. In 2008, she was named one of Georgia Trend Magazine's "**40 Under Forty: Georgia's Best and Brightest**," and is a proud graduate of **Leadership Atlanta**, one of the foremost leadership programs in the nation.

Campi holds a master's degree from the top-ranked **Medill School of Journalism at Northwestern University**, where she won the Robert H. Wieder Award for journalistic promise.



# CAMPI & COMPANY

*Be Heard.*

## Our Services

Campi & Company specializes in executive coaching, leadership development, and corporate reputation management. Our founder — who has spent a 25-year career at the intersection of business, politics and media — is a trusted adviser to top executives in highly regulated and highly scrutinized industries. In Campi & Company, clients gain a partner who knows how to navigate high-stakes leadership and communication, whether in a boardroom, a hearing room or a newsroom.

### Executive Coaching

For senior leaders, Campi & Company offers **one-on-one coaching** to overcome obstacles and achieve business wins, including how to:

- Craft your personal brand and set your vision,
- Manage your board and executive team,
- Communicate effectively with both internal and external stakeholders,
- Lead through times of change, and
- Plan for a smooth succession.

We offer customized coaching programs with a mix of in-person and virtual sessions.

### Leadership Development

Whether for rising stars or established executives, Campi & Company offers a series of **group workshops** that take a deep dive on topics such as how to:

- Transition from a follower to a leader mindset,
- Work effectively with the C-suite,
- Manage internal clients,
- Navigate conflict, and
- Write and speak with power.

We offer both our *Campi & Co. Academy* signature training package as well as customized options to align with your team's needs.

### Corporate Reputation Management

Your company operates at a 24/7 pace with the whole world watching. Particularly in highly regulated, consumer-facing industries, the question is not whether, but when, the firm will face a crisis that threatens its business, its brand, or both. We help leaders understand the forces working against them in a crisis, from denial, to the “fog of war,” to the “Mission Accomplished Syndrome.”

But more importantly, we train leaders to prepare for risks *before* they occur — from adverse patient outcomes to lawsuits, cybersecurity attacks, fatal accidents, social media controversies, challenges with mergers and acquisitions, and more. Our **team seminars** teach executives how to:

- Anticipate potential crises,
- Craft a crisis playbook,
- Build a war room,
- Manage the first hours of a crisis, and
- Capture lessons learned.



## **Endorsements**

We help leaders achieve “wins.” Don't just take our word for it. Read the testimonials below.  
*(\*Titles reflect positions held at the time of endorsement.)*

### **Adam Schechter**

#### **Chairman and CEO, Labcorp**

“Labcorp has counted on Esther when the stakes were high. She’s been a strategic advisor to me and our team whether we were preparing to engage with federal and state leaders, analysts and investors, or major news outlets. Esther’s rare mix of experience at the intersection of government, business and media make her an invaluable asset to the most senior leaders. In addition, her leadership development training and coaching have greatly benefited our next generation of leaders.”

### **David P. King**

#### **Chairman and CEO, LabCorp** *(Preceded Adam Schechter)*

“As a global company operating in a complex business environment, LabCorp encounters a wide range of challenging and high-profile issues. Esther is a trusted adviser; we rely on her for rapid responses under tight deadlines, actionable advice at crucial moments, consistently sound judgment and unerringly insightful counsel.”

### **Phil Cordell**

#### **Global Category Head, Lifestyle and New Brands, Hilton**

“Esther is not just a consultant or coach, but a confidant. Whether you are navigating a role transition or sharpening your personal brand, you can count on Esther to provide clear and compelling insights, tireless professionalism, and a constant focus on purpose-driven results.”

### **John Brock**

#### **Chairman and CEO, Coca-Cola Enterprises, Inc.**

“If I had to pick one word to describe Esther, it's 'professional.' When I co-chaired the Governor's water task force, I relied on Esther's counsel for explaining complex concepts in a way that people could understand and support. Ultimately, Georgia passed its first-ever statewide water conservation plan.”

### **Rick Smith**

#### **Chairman and CEO, Equifax Inc.**

“Esther has earned the respect of every CEO she has worked with in Atlanta.”

### **Pete Correll**

#### **Chairman, Atlanta Equity**

#### **Chairman Emeritus, Georgia-Pacific Corp.**

“Esther is the person you want by your side in a firefight. Her support and counsel were invaluable to me during our multi-year campaign to save Grady Hospital.”

### **Tom Bell**

#### **Chairman, Mesa Capital Partners; 2010-2011 Chairman, U.S. Chamber of Commerce**

“Esther is that rare person who speaks the languages of business, politics and media – having served in the trenches in all three industries. She knows her way around a board room, a Capitol Hill press conference and a newsroom.”



(Endorsements Continued)

**Bob Bellafiore**

**Senior Partner, Director of Public Affairs, Eric Mower & Associates**

**Former Press Secretary, Office of New York Gov. George E. Pataki**

"In my 28 years as an AP political reporter, gubernatorial press secretary and public strategy consultant, I have met few people in this business with Esther's insight, intelligence and work ethic — whether it's media behavior, public policy or public opinion. She has a remarkable knack to put her finger on the issue at hand, figure out a way to manage it, and win the trust of both the reporter and her principal when it's time for the press interview. My favorite thing to say in the office? 'Hey Esther, write up the lead our client will see if he does what he wants to do.' Two tight sentences later, our client would get the point."

**Joan Siefert Rose**

**Senior Partner, CREO, Inc.**

**CEO, LaunchBio, Inc.**

**Former President and CEO, Council for Entrepreneurial Development**

"When I led the Council for Entrepreneurial Development, the largest and longest-running network for entrepreneurs in the country, working with Esther was a transformational engagement for us. She helped us better define our brand, demonstrate value to our board and members, and raise our profile both internally and externally. Her insight helped set us up for a successful capital campaign and a significant boost in customer satisfaction. She also helped our internal team see what they are capable of doing and have a true sense of ownership in the results. That is a rare and valuable skill, as it's all too easy for outside counsel to come in, take charge, claim victory, then fold up the tent and move on."

**Sam A. Williams**

**President, Metro Atlanta Chamber (MAC)**

"In her tenure at MAC, Esther managed high-stakes, front-page civic issue campaigns like saving Grady Hospital, sharing good news about the tens of thousands of jobs MAC has recruited to Atlanta and oversaw our yearly brand survey, rebranding campaign, and marketing dashboard. Most of all, she's been a trusted adviser to me and our board. I would strongly recommend her to any company, knowing how effective she is as a speech writer, media strategist, public relations or crisis counselor."

**Bill Linginfelter**

**Area President - Georgia/South Carolina, Regions Bank**

"Before you step on stage for a major speech or face the cameras for a high-profile issue campaign, Esther is the person you want as your adviser. I worked directly with her on issues ranging from transportation to education to economic development. She's a pro."

**Neely Young**

**Publisher & Editor in Chief, Georgia Trend Magazine**

"Esther Campi appreciates the role of the press in the business arena. ... She is known all over Georgia as a person that is well respected by media veterans for knowing how to work effectively with us."