

# BRAD CHASE

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## SUMMARY

Brad Chase is a strategic communications, reputation management, crisis communications, and media relations expert with 20+ years of experience advising Fortune 500 companies, CEOs, C-Suite executives, boards, startups, campaigns, nonprofits, and high-profile individuals. He has directed communications strategy in crisis situations, media controversies, litigation matters, public policy disputes, corporate reputation challenges, and matters involving public scrutiny.

Mr. Chase has worked on thousands of stories with major national and international media outlets, including Agence France-Presse, AP, BBC, CNBC, CNN, NBC News, The New York Times, NPR, Reuters, and The Wall Street Journal. He has been retained as an expert witness in a matter concerning a Fortune 500 company's Chief Communications Officer and has taught communications courses as an adjunct instructor at the University of Southern California.

## EXPERT WITNESS & LITIGATION CONSULTING FOCUS

- Reputation management
- Reputational harm and brand damage
- Crisis communications leadership
- Communications standards and practices
- Corporate and executive communications
- Media relations and public statements
- Litigation-sensitive media strategy
- Public perception and stakeholder trust
- Defamation-related reputational impact
- Communications strategy in public disputes
- Spokesperson training and conduct
- Online reputation and social media response

## EXPERIENCE

### Chase Global Founder

Seattle / Los Angeles  
2010 – Present

Strategic communications and reputation management projects across 30+ industries to date.

- Counsel CEOs/C-Suite/Boards in development and execution of communications plans.
- Serve as interim Chief Communications Officer for companies in transition.
- Design holistic communications operations for organizations without existing capabilities.
- Direct crisis response and reputation rehabilitation strategies for organizations facing negative media attention, governmental intervention, and other reputational threats.
- Audit and expand companywide and global response plans in partnership with legal, risk management, security, IT, facilities, and other critical departments.
- Guide clients on branding, proactive engagement, thought leadership and public diplomacy.
- Educate executives on using authenticity, transparency, and trust as tools to meaningfully engage with communities and interest groups.
- Served as a spokesperson on thousands of stories – proactive campaigns and complex issues alike – and quoted regularly by major outlets (Agence France-Presse, AP, BBC, BuzzFeed, CNBC, CNN, Fox News, MSNBC, NBC, New York Times, NPR, Reuters, USA Today).
- Published guest opinion columns for CBS News, CNN, Forbes, HuffPost, and more.
- Retained as an expert for a case on a Fortune 500 company's Chief Communications Officer.
- Recognized by PR News on its 30 Under 30 list of industry leaders.

**University of Southern California** **Los Angeles**  
**Adjunct Instructor** **2014 – 2017**

Appointed as an adjunct instructor to teach advanced (300-level) courses in communications.

- Received a perfect score (5.0) in student course evaluations in final semester.

**University of San Francisco** **San Francisco**  
**Adjunct Instructor** **2012 – 2014**

Appointed as an adjunct instructor to teach introductory course in public relations campaigns.

- Created an in-class virtual agency with students running real world non-profit programs.

**DaVita (a Fortune 500 company)** **Los Angeles**  
**Director of Communications** **2009 – 2010**

Recruited to be the second member of the \$9 billion company's first official communications team; elevated to the position of interim head of the department after six months.

- Supported the SVP of Communications in building a team of 12 direct reports.
- Supervised \$2.1 million annual budget for brand building, corporate social responsibility, crisis management, media relations, social media, editorial content and sponsorships.
- Organized companywide planning for crisis scenarios; counseled C-level executives on issues that posed a threat to reputation, operational continuity and stock price.
- Directed and updated long-running response plans for media frenzy around a serial killer nurse convicted of murdering five patients and injuring five more at a company facility.
- Created DaVita's first corporate social media policy and spearheaded approval by legal, compliance and other departments; distributed to 34,000+ employees at 1,500+ facilities.
- Designed the media strategy for the company's relocation from Los Angeles to Denver.

**CarryOn Communication** **Los Angeles**  
**Senior Account Manager** **2008 – 2009**

Recruited by a former supervisor to join an award-winning PR firm.

- Supervised the development and execution of national consumer PR programs for the agency's largest client, Symantec (parent of the popular Norton internet security brand).
- Directed staffing, budget and assignments for media outreach, product launches, sponsorships, special events, executive visibility and social media.
- Created the framework for Symantec's first social media response program to engage customers on blogs, social networks, forums and other online channels.

**The Rogers Group (a subsidiary of FINN Partners)** **Los Angeles**  
**Senior Account Executive** **2006 – 2008**

Recruited to the corporate communications department at The Rogers Group; the West Coast's largest independent PR firm (now one of Finn's 18 offices on three continents).

- Produced issues/crisis response plans and strategies for WellPoint, Coca-Cola and DaVita.
- Served as the joint media spokesperson for Kroger, Safeway and Supervalu during a major industry controversy; interviewed for more than 60 national print, radio and TV stories.
- Charter member of the Digital Strategies Group, promoting internal usage of new media tools.

**FleishmanHillard (a subsidiary of Omnicom)**  
**Account Executive**

**Los Angeles**  
**2005 – 2006**

Hired into the public affairs team at the world's third-largest PR firm (80+ offices, 30+ countries).

- Served as primary author and researcher on position papers for blue chip clients, such as Hilton and Shell, on news, politics and industry developments.
- Wrote strategic plans and rapid response talking points for large clients with supervision from the team SVP; independently directed operations and budget for mid-size clients.

**Weber Shandwick (a subsidiary of Omnicom)**  
**International Fellow**

**London**  
**2004**

Sponsored for a visa to work in the public affairs department of the world's largest PR agency (120+ offices in 80+ countries) at the headquarters of the \$10 billion Interpublic Group.

- Attended Parliamentary committee hearings on behalf of clients like Balfour Beatty and Barclays; wrote comprehensive reports on developments, votes and procedural motions.

## EDUCATION

**University of Southern California**  
M.A. in Strategic Public Relations

**Los Angeles**  
2005

**University of Virginia**  
B.A. in Government & Philosophy

**Charlottesville**  
2003

- Graduated in three years with a double major.

## SELECTED CASES

\* Client privacy is paramount. These select examples are offered with permission from clients; additional anonymized examples from corporate clients can be discussed verbally by request.

- Directed the No Parole for Manson Family campaign for the victims' families — ensured a serial killer was denied parole ([ABC's Good Morning America](#))
- Created the most successful change.org campaign in the gun violence and advocacy category — forced Amazon to stop promoting NRA TV to children ([CNBC](#), [New York Times](#), [NPR](#))
- Directed the media strategy for the successful campaign to free Jason Puracal, an American citizen wrongfully imprisoned in Nicaragua for two years ([Associated Press](#))
- Reset the narrative for Nick McGuffin in a two-hour primetime ABC TV documentary about a media frenzy that cost him 10 years in prison for a crime he didn't commit — he won Oregon's first "Certificate of Exoneration" and a \$14 million settlement ([ABC's 20/20](#))
- Represented U.S. Army soldiers with eyewitness accounts in Afghanistan — spurring Congressional hearings and international headlines ([CNN](#), [Wall Street Journal](#))

## EXPERT WITNESS EXPERIENCE

- Retained as an expert for a case on a Fortune 500 company's Chief Communications Officer.
- Available for consulting expert and testifying expert engagements involving communications and PR practices, reputational harm, media, crisis communications, and public perception.
- Additional details may be discussed subject to confidentiality restrictions and conflict review.