



GENE GRABOWSKI

Senior Vice President | Crisis, Product Liability & Recall Practice Director

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Gene Grabowski, Senior Vice President of Levick Strategic Communications is a broadly experienced communications professional whose high-energy presentations are renowned for their strategic insights and practical counsel on managing crises and challenging public relations issues.

Winner of PR Week's 2007 Crisis Manager of the Year award, Mr. Grabowski is one of the nation's leading experts on media associated with food safety and product recalls. He has directed the media strategy on scores of the major food safety and product recalls in the United States, ranging from the genetically modified foods scare to the most recent spinach and pet food contamination crises and the Chinese toy import issue.

Mr. Grabowski is a former journalist with a reputation for creating and implementing effective strategic communications plans, conducting top-level media training and working with the national news media. He directs high profile accounts for major law firms, Fortune 500 companies, trade associations and government agencies. Issues he has successfully handled for the highest level clients include food borne illness outbreaks, consumer-product recalls, security breaches and class-action lawsuits. In late 2006, he handled the national spinach recall crisis for the United Fresh Produce Association and River Ranch Foods. He managed the national pet food recall crisis for the pet food industry, as well as the Chinese toy import issue for a major toy company.

Before joining Levick, Mr. Grabowski served as the Vice President of Communications and Marketing at The Grocery Manufacturers of America – the world's largest food trade group representing brand-name food, beverage and consumer-product companies. At GMA, Mr. Grabowski orchestrated the association's outreach to external audiences and handled major crises, including global biotech food protests, food recalls and the obesity issue.

A former White House and Congressional reporter for The Associated Press, Mr. Grabowski specializes in teaching how to neutralize potentially negative publicity and develop the necessary relationships with the news media, government

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officials and regulators who can serve as allies instead of antagonists in a crisis. Before joining GMA, Mr. Grabowski served as a Director in the Washington office of Burson-Marsteller, where he developed and managed national advocacy and media relations campaigns for agencies of the federal government and leading U.S. corporations. He has taught presentation-skills and media relations to corporate executives, scientists and U.S. and foreign government officials in many countries, including Russia, Kazakhstan, Tanzania and Uganda. As part of his responsibilities at Burson-Marsteller, Mr. Grabowski organized and implemented major programs that influenced citizens and jury pools in foreign countries and U.S. states.

For more than 12 years, Mr. Grabowski worked as a journalist, primarily in Washington, D.C. He reported on congressional issues for The Associated Press, specializing in labor and manufacturing issues, and served as White House Reporter for The Washington Times, where he covered the U.S. – Soviet arms treaty summits, national election campaigns and the federal budget. Mr. Grabowski has also served as Director of Media Relations for the American Council of Life Insurers and as Manager of Press Information at C-SPAN. A native of Pittsburgh, Mr. Grabowski worked early in his career as a reporter with the Pittsburgh Press and with the AP's Pittsburgh and Harrisburg bureaus. A native of Pittsburgh, Gene worked early in his career as a reporter with the Pittsburgh Press.

Gene earned a B.A. in Writing and History at the University of Pittsburgh, and has done graduate work in management at the University of Michigan. He resides with his wife, Kathy, in the Washington, D.C., suburb of Kensington, MD.

SPEAKING

Pet Food Institute Annual Meeting, Monterey
ABA Torts Conference, New York City
Law Firm Leadership Conference, Las Vegas
U.S. Apple Association Annual Meeting, Washington, DC
ABA Law Firm Management Conference, Washington, DC
USDA International Trade Meeting, Washington, DC
International Fresh-Cut Produce Association Annual Meeting, Phoenix
National Renderers Association Annual Meeting, New Orleans
National Potato Council Annual Meeting, Washington, DC
Grocery Manufacturers Association Presidents Council, Washington, DC

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TESTIMONIALS

"Gene's lively, high-energy presentations are filled with intelligent communications strategies and useful information you can put to work in your organization right away. He's one of the top speakers we've ever had at our board of directors meeting."

DUANE EKEDAHL

President, Pet Food Institute

"There are few speakers I've seen who can match Gene's ability to explain how to prepare and execute crisis communications and media relations programs. You always learn something interesting when he speaks."

STEVEN SIBERT

Sr. Vice President, Grocery Manufacturers Association

"I have worked with numerous speakers and media trainers over the years, but I've never seen anyone with Gene's ability to adapt to different groups and their individual needs. He employs an engaging and interactive speaking style that immediately connects with an audience no matter who they are."

MEGHAN FLYNN

Vice President, Public Relations, Stew Leonard's Supermarkets