Access to Experts

Peter Firestein , Advisor - Investor Intelligence, Reputation, Governance , Global Strategic Communications, Inc.

Peter Firestein is a strategic advisor to senior corporate managements and boards across the globe. His counsel helps them build market value and sustainability by aligning strategy with the interests of investors and social stakeholders. Mr. Firestein has described original techniques for creating these results in dozens of publications and in his book "***CRISIS OF CHARACTER—Building Corporate Reputation in the Age of Skepticism***.". He recently contributed a chapter to "**Reputation Management**" published in London by Bloomsbury.

Mr. Firestein has consulted to companies in many complex industries, including government-owned and private oil and oil services companies, and leading groups in multi-national telecommunications, hard- and software technology, banking and finance, infrastructure development, electric power generation, mining, food & beverage, and industrial manufacturing. He has written and commented extensively on the pharmaceuticals industry.

Mr. Firestein advises boards on governance issues, substance and timing in the communication of critical decisions, and on the "rules of engagement" between boards and institutional investors. He conducts Socratic Dialogues for executive groups, helping them absorb into corporate practices a systematic search for risk. He is originator of The Open Perception Study™, an innovative market intelligence methodology that reveals to managements and boards how investors make decisions to buy and sell their companies' shares.

Mr. Firestein is a former Managing Director of Thomson Financial (now Thomson Reuters). He served as the exclusive financial communications advisor to the Government of Brazil in the privatization and NYSE listing of its national telecommunications monopoly, Telebrás. More than a financial transaction, this singular event required a transformation of long-standing public attitudes about the place of private enterprise in society.

Mr. Firestein is a keynote speaker at international conferences and a frequent commentator on corporate crisis and reputation for Bloomberg TV and Radio, the BBC World Service, National Public Radio, and other financial media. He has addressed business groups in Latin America on behalf of the U.S. Department of State. He publishes the on-line journal *Reputation and Value*. He is a graduate of Stanford University in English Literature and holds an MA in the same subject. He has been named one of the *"Top 100 Thought Leaders in Trustworthy Business Behavior - 2012" by the public interest group Trust Across America.*

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