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Event 201 Players

Matthew J. Harrington



Matthew Harrington is the global chief operating officer at Edelman, an industry-leading communications firm that partners with businesses and organizations to evolve, promote, and protect their brands and reputations. In concert with his overseeing global operations, Mr. Harrington advises leaders of some of the world's largest and most complex companies on corporate positioning, reputation management, crisis communications, merger

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and acquisition, and IPOs. His articles on trust and executive leadership have appeared in the *Harvard Business Review*, *Fortune*, and other leading business publications.

Mr. Harrington's nearly 30-year career at Edelman has encompassed work for hundreds of clients across nearly every industry sector. His previous leadership roles at Edelman include president of the US and president of the Eastern and Western regions. He also led the initiative to create Edelman's code of conduct.

A graduate of Denison University, Mr. Harrington serves on its board of trustees, as well as on the boards of the Interactive Advertising Bureau (IAB) and the Classic Stage Company, and he is a member of the Board of Advisors of the University of Southern California's Annenberg School of Communications. He also is an advisory member of the Marketing 50.

