

MARTI PENTHENY ADAMS-BAKER

(b)(6)

Enterprising communications expert with 13+ years of experience managing complex, high-stakes situations at the highest levels of government, politics, and the private sector. Seasoned media handler and confidential communications advisor to C-suite executives and government and elected officials, with extensive experience operating in the toughest media, political, business, and regulatory environments.

Experience

Brunswick Group

Director

March 2017 – Present

Advise global Fortune 500 companies and C-suite executives on matters spanning the full spectrum of corporate reputation, with a specialization in crisis and issues management, cybersecurity, workplace conduct, corporate positioning, executive profile raising and thought leadership. Serve as one of Brunswick's in-house media relations experts, advising global client teams on media engagement strategies. Mentor junior level staff; manage multiple, cross-border client teams with demanding deadlines and nontraditional hours. Promoted from Associate to Director in March 2019.

Office of New York City Mayor Bill de Blasio

Deputy Communications Director

March 2015 – January 2017

Tapped to overhaul communications planning and interagency coordination for major policy rollouts, Mayoral announcements and public engagements, and the City's response to major public safety and public health incidents. Developed City Hall's playbook for planning, executing and staffing Mayoral events, including Mayor de Blasio's signature town hall meetings with New Yorkers. Managed the Mayor's national political activities and media engagements.

First Deputy Press Secretary

January 2014 – March 2015

Managed day-to-day media engagement across the Mayor's entire portfolio as chief spokesperson for Mayor de Blasio and the City of New York. Authored Mayoral statements; served as the final point of approval on Mayoral speeches, op-eds, briefing memos and testimonies. Briefed and prepared the Mayor, Deputy Mayors and Commissioners from key City agencies for press conferences and interviews. Counseled the Mayor on his response to major public health and public safety incidents during his first 18 months in office. Established the processes and protocols for the Mayor's Press Office at the outset of the Administration; managed a team of eight in the Mayor's Press Office.

Obama for America**Director, Event Communications**

December 2011 – November 2012

Principal architect of President Obama's campaign rallies, roundtable discussions, site visits, tours, and meet and greets. Selected venues, designed event formats, speaking programs, and branding to convey specific campaign themes and messages. Identified, vetted and selected voters to participate in campaign events alongside President Obama. Traveled with the Presidential to campaign fundraisers as the campaign spokesperson for the Travel Pool. Served as the campaign's spokesperson for consumer media and was responsible for generating coverage in apolitical outlets reaching key constituencies.

U.S. Department of the Treasury**Spokesperson, Office of Terrorism and Financial Intelligence (TFI)** January 2009 – December 2011

Top communications advisor to the Under Secretary for TFI and principal spokesperson for Treasury and the U.S. Government on matters related to financial sanctions, illicit finance and anti-money laundering policy, regulatory and enforcement actions. Developed and executed day-to-day and long-term communications strategies and managed Treasury's response to high-profile investigative stories. Mounted pressure campaigns to protect and advance U.S. interests during critical negotiations with foreign governments on multiple UN Security Council resolutions, the data sharing agreement between the U.S. and EU for the Terrorist Financing Tracking Program and the near-collapse of Kabul Bank, one of the worst banking scandals in history. Advocated for Treasury's interests and managed joint communications activities with key external stakeholders, including interagency partners, foreign governments and financial institutions to ensure global message consistency and coordination. Played an integral role in standing up Treasury's Office of Public Affairs as one of 19 staffers appointed to the Department on Day One of the Obama Administration.

Obama for America**Deputy Press Secretary to Michelle Obama**

June 2008 – November 2008

Promoted to support Michelle Obama's one-person communications team for the general election. Tracked incoming interview requests, drafted interview briefing memos for the future First Lady and managed on-site media logistics for her national broadcast interviews. Spearheaded Mrs. Obama's GOTV radio outreach program and authored written interviews and Q&As on her behalf.

Press Assistant

April 2007 – May 2008

Press aide in nearly a dozen states throughout the primary campaign, beginning with the first-in-the-nation primary in New Hampshire. Developed earned media campaign and story pitch ideas, drafted briefing memos, press releases, talking points, and provided real-time media monitoring and analysis for campaign leadership. Also served as the P2 (press advance) for multiple campaign rallies headlined by then-Senator Obama.

Education**Spelman College**

May 2006

B.A. in United States History
Minor in French Language