



ROB PHILLIPS

Columbus Office

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INDUSTRIES

Restaurants, Food, and Beverage

EDUCATION

The Ohio State University, MBA,
2011

Miami University, B.A., 2003

Rob is the firm's chief marketing and business development officer and focuses a portion of his practice on helping firm clients navigate a variety of communications and public relations challenges. He has supported clients in a variety of industries, including financial services, health care, higher education, energy, pharmaceutical and not-for-profits. With a focus on crises communications, Rob understands what messages, timing and tactics best smooth over difficult situations being pursued by media.

As a former print journalist in Ohio and suburban Chicago, Rob covered hundreds of cases and trials in both civil and criminal courts. While earning his MBA, he focused on marketing messaging and business communications and previously led the public relations initiatives for The Ohio State University Moritz College of Law.

Notable experience includes:

- Preparing messaging and a press announcement for a grocer involved in a major credit card data breach
- Assisting administrators of a high school to craft a media response strategy and talking points following a disagreement between the school and a state athletic association
- Crafting a media statement, customer letters, website statement, talking points, and call center scripts for a health care provider involved in a large data breach
- Crafting media plans that support and advance in-court litigation strategies on behalf of both corporate defendants and plaintiffs
- Drafting a media response for executives of a Vorys business client after a workplace accident garnered media attention
- Preparing communication to shareholders on behalf of bank executives
- Training company executives on a proper response to media inquiries following an employee's termination

Rob has spoken frequently on crisis communications and other topics to Honda of America suppliers, The Ohio State University and the Columbus Bar Association.

He is a member of the Public Relations Society of America Central Ohio Chapter.

Rob received his MBA from The Ohio State University Fisher College of Business. He earned his B.A. from Miami University. Rob holds an Accreditation in Public Relations (APR) from the Universal Accreditation Board.

Rob is not licensed to practice law in any state and does not provide legal services.

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Insights

"*Client Alert: Seven Things to Consider Regarding "Sunshine Laws";*" November 12, 2018

"*Client Alert: A Reporter's Call: Not One to Ignore,*" February 19, 2016

"*Why You Should Talk to your Employees First in a Crisis,*" August 20, 2015

Professional and Community Activities

Legal Marketing Association - Ohio Chapter, Board of Trustees

Law and Leadership Institute, Communications Committee

National Multiple Sclerosis Society, Ohio Buckeye Chapter, Volunteer

Events

2018 Vorys Economic Development Incentives Conference
February 23, 2018

In-House Essential Conference
October 15, 2015

Crisis Communications - Strategic Planning and Critical Thinking
April 14, 2015

Honda Employment Law Review
October 2, 2014