



About Campi & Company

Campi & Company is a strategic communications and public affairs consulting firm. We help executives master high-stakes communications and align communications activities with core business goals.

What We Do

We create results-oriented action plans tailored to our clients' unique realities. We offer:

Corporate Communications

As a trusted adviser, we will help you positively influence your most important audiences. Whether it's:

- your board of directors
- major investors and shareholders
- employees
- customers
- lawmakers and regulators
- media

Public Affairs

These days, leaders must know how to operate in real time at the intersection of business and government, and with the whole world watching. And to get anything done, you must build coalitions. Sometimes with people who aren't your biggest fans. From economic development to health care, transportation, taxes and regulation, we work in the trenches to help you manage complex issues.

Crisis & Issues Management

Your most important asset is your reputation. Prevent a crisis before it strikes. When it does, know how to respond in the first critical hours. Our media training boot camp will make sure you're ready.

Adviser to CEOs

We have worked directly with Fortune 500 leaders, including:

- the chairman emeritus of Georgia-Pacific to save a major city hospital
- the vice chairman of GE to pass statewide school-board reform
- the chairman of Equifax to launch a 10-year regional jobs and economic development plan
- the chairman of Coca-Cola Enterprises to pass water-conservation legislation

People & Values

Our people make us different. For 15 years, founder Esther Campi has been a trusted public affairs, marketing and communications adviser to America's top leaders – from Fortune 500 CEOs to U.S. senators. She has worked in communications from every angle, serving as a:

- U.S. Senate press secretary
- CMO for a top chamber of commerce
- PR firm consultant
- award-winning newspaper journalist

Issues & Industries

Our experience spans diverse issues and industries:

- health-care organizations under stress
- labor-union negotiations
- college-sports controversies
- transportation ballot initiatives
- school-board reform
- water conservation
- housing policy
- green energy
- telecommunications
- tobacco taxes

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CAMPI & COMPANY
Be Heard.

What Leaders Say About Us

We help leaders achieve “wins” for their strategic, organizational, regulatory, community outreach and economic development goals. Don't just take our word for it. Read the testimonials below.

John Brock

Chairman and CEO, Coca-Cola Enterprises, Inc.

“If I had to pick one word to describe Esther, it's 'professional.' When I co-chaired the Governor's water task force, I relied on Esther's counsel for explaining complex concepts in a way that people could understand and support. Ultimately, Georgia passed its first-ever statewide water conservation plan.”

Rick Smith

Chairman and CEO, Equifax Inc.

“Esther has earned the respect of every CEO she has worked with in Atlanta.”

Pete Correll

Chairman, Atlanta Equity

Chairman Emeritus, Georgia-Pacific Corp.

“Esther is the person you want by your side in a firefight. Her support and counsel were invaluable to me during our multi-year campaign to save Grady Hospital.”

Tom Bell

Chairman, Mesa Capital Partners

2010-2011 Chairman, U.S. Chamber of Commerce

“Esther is that rare person who speaks the languages of business, politics and media – having served in the trenches in all three industries. She knows her way around a board room, a Capitol Hill press conference and a newsroom.”

Bill Linginfelter

Area President - Georgia/South Carolina, Regions Bank

“Before you step on stage for a major speech or face the cameras for a high-profile issue campaign, Esther is the person you want as your adviser. I worked directly with her on issues ranging from transportation to education to economic development. She's a pro.”

Sam A. Williams

President, Metro Atlanta Chamber (MAC)

“In her tenure at MAC, Esther managed high-stakes, front-page civic issue campaigns like saving Grady Hospital, sharing good news about the tens of thousands of jobs MAC has recruited to Atlanta and oversaw our yearly brand survey, rebranding campaign, and marketing dashboard. Most of all, she's been a trusted adviser to me and our board. I would strongly recommend her to any company, knowing how effective she is as a speech writer, media strategist, public relations or crisis counselor.”

Neely Young

Publisher & Editor in Chief, Georgia Trend Magazine

“Esther Campi appreciates the role of the press in the business arena. ... She is known all over Georgia as a person that is well respected by media veterans for knowing how to work effectively with us.”

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Esther Campi, CEO & Founder

For 15 years, Esther Campi has been a trusted adviser to America's top leaders – from Fortune 500 CEOs to U.S. senators. Her firm, **Campi & Company**, helps C-suite executives master high-stakes communications and helps their companies streamline corporate communications to align with the strategic objectives of the organization. In Campi & Company, clients get a valuable partner who knows the politics of business and the business of politics. Offerings include corporate communications, public affairs, and crisis & issues management.

Previously, Campi served as senior vice president of communications and chief marketing officer for the **Metro Atlanta Chamber**. MAC is one of the top chambers of commerce in the nation, representing Fortune 500 companies such as Delta, Coke, UPS and The Home Depot. Campi advised America's top CEOs on controversial, front-page civic issue campaigns that involved heavy interface with elected officials and media. These ranged from launching Atlanta's 10-year job-growth strategy, to branding Atlanta as a hotbed for high-wage industries, to managing communications campaigns on water, transportation and schools. Campi's team annually generated up to \$1 million in TV coverage for MAC and Atlanta, and secured national publicity in media outlets such as *The New York Times* and CNN. She also rebranded MAC and implemented a marketing dashboard to track marketing results company-wide.

Prior to joining MAC, Campi served as a management supervisor at one of America's top independent agencies -- **Eric Mower and Associates**. Campi helped create the firm's public affairs practice in Albany, New York, where hard-scrabble politics is a full-contact sport.

Campi gained her government experience in the trial-by-fire world of Washington, D.C., politics, where she served as a press aide to **U.S. Senator Fred Thompson** during his national investigation into campaign finance. The hearings were front-page news across the nation, generating up to 300 media calls a day. Campi also wrote scripts for "Face Off," a nationally syndicated radio show featuring Thompson and U.S. Sen. Ted Kennedy.

She understands media, having served as the state capital bureau chief and political humor columnist for the Biloxi, Miss., **Sun-Herald**, and as an education reporter covering Cornell University for **The Ithaca Journal** in upstate New York. Campi interviewed governors, senators, university presidents, Eliot Spitzer, Hillary Clinton, Jesse Jackson, Ken Burns, 9/11 survivors, the Unabomber's brother and Mars Rover scientists. She covered the racially charged vote over Mississippi's flag, the 2000 Republican National Convention, college budgets and student protests. She earned **two statewide Associated Press awards**.

Campi has been highly involved in **community service**, working with groups such as Literary Action, Hands On Atlanta and the Girl Scouts. She has also been a featured speaker for the Public Relations Society of America and a guest lecturer at Emory University. In 2008, Campi was named one of *Georgia Trend* magazine's "**40 Under 40: Georgia's Best and Brightest**." She is a proud graduate of **Leadership Atlanta's** class of 2010.

Campi holds a master's degree from the top-ranked **Medill School of Journalism** at Northwestern University, where she won the Robert H. Wieder Award for "character and journalistic promise."