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A Global Speaker, Celebrity & Entertainment Agency

Judy Smith

Crisis Management Expert & Inspiration for 'Scandal'

The real-life inspiration behind ABC's hit political thriller series *Scandal* starring Kerry Washington, Judy Smith is the US's premier crisis management expert. As the founder and president of Smith & Company—a leading strategic and crisis communications firm with offices in Washington, DC, and Los Angeles—she uniquely combines her communication skills, media savvy, and legal and political acumen to serve clients around the world.

Smith honed her skills through her experiences with some of the most historic and sensational events of our time, including the Iran Contra investigation, the prosecution of former DC Mayor Marion Barry, the 1991 Gulf War, the Los Angeles riots, the Supreme Court confirmation hearings of Justice Clarence Thomas, President Clinton's scandal involving Monica Lewinsky, the congressional inquiry of Enron, and the United Nations' and World Health Organization's responses to the SARS epidemic.

She has become the go-to person for corporations, politicians, and celebrities seeking counsel in times of crisis, having consulted individuals such as Monica Lewinsky, Senator Craig from Idaho, actor Wesley Snipes, and NFL quarterback Michael Vick, as well as Fortune 500 companies such as BellSouth, Union Pacific, Wal-Mart, Starwood Hotels, and United Healthcare.

Smith is the author of *Good Self, Bad Self: Transforming Your Worst Qualities into Your Biggest Assets* and her writing has been featured in *The Washington Post*, *National Journal*, *The New York Times*, *The Wall Street Journal*, *Forbes*, *Fortune*, and *Fast Company*. She regularly writes for The Huffington Post and The Daily Beast and frequently appears on major television networks such as CNN, MSNBC, FOX News, NBC, ABC, and CBS to offer commentary on topical issues of the day.

Judy Smith received her BS in public relations from Boston University and graduated from the American University Washington College of Law where she was the first African American woman to serve as executive editor of the *Law Review*.

On the domestic front, she has worked with several federal agencies and organizations on issues including the housing crisis, childhood obesity, education, and economic development. She has also provided communications advice to government entities and municipalities such as the United States Election Assistance Commission, the City of Cincinnati, the City of Detroit, and Prince George's County in Maryland.



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In the international arena, Smith has provided counsel to several heads of state and executives of major corporations on matters in the Philippines, Haiti, Jamaica, the Turks and Caicos Islands, and Zimbabwe (the Save Zimbabwe Campaign). She also assisted the Kingdom of Saudi Arabia's leadership with its communication efforts as part of the War on Terrorism.

Her portfolio of work also contains an impressive number of high-profile engagements involving prominent figures from the world of professional sports. Over the last decade, she has been involved in legal matters concerning NBA players Kobe Bryant, Chris Webber, and Juwan Howard; NFL player Donte Stallworth; and MLB's Gary Sheffield. She was a key strategist in the successful defense of former New Jersey Nets Jayson Williams.

Prior to founding Smith & Company, Smith was a partner at several Washington, DC-based public relations firms. Before that, she served as senior vice president of corporate communications at NBC where she reported directly to the president and CEO and was responsible for the network's strategic global communications strategy. Additionally, she served as NBC's chief spokesperson for domestic and international programming and business ventures and also helped with the groundbreaking launch of one of the nation's first cable news stations, MSNBC.

In 1991, Smith joined the White House with her appointment as special assistant and deputy press secretary to President George H. W. Bush. During her tenure, she provided the president and his cabinet with communications advice on a wide range of foreign and domestic issues.

Prior to joining the White House, Smith served as an assistant United States attorney and was special counsel to the US attorney of the District of Columbia, where she oversaw legal and communications work on a number of high-profile criminal and civil cases.

Smith served as associate counsel and deputy director of public information in the Office of the Independent Counsel, Lawrence E. Walsh from 1987 to 1989. There she managed legal, as well as national and international, public information for the Iran Contra prosecution of Oliver North, John Poindexter, and several other defendants.

Prior to her legal career, Smith worked as a writer and public affairs specialist for several publications and private organizations headquartered in Washington, DC.

As a result of her wide ranging and ground breaking career, Shonda Rhimes, creator of ABC's hit television dramas *Grey's Anatomy* and *Private Practice*, developed *Scandal*, which



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revolves around the life and work of a professional fixer. Smith serves as co-executive producer of the project and provides insight and technical expertise on crisis management issues.

Topics:

- Good Self, Bad Self: Transforming Your Worst Qualities into Your Biggest Assets
- Crisis 101: Surviving & Thriving in an Era of Perpetual Crisis
- Social Media Revolution or Evolution: Crisis Communication & Public Relations in the Digital Age
- Women in Corporate America: From Competition to Collaboration