

Shepherd UNIVERSITY

Applied Business Lecture Series BADM 399A

Thursdays • 6:00 – 8:40 pm • White Hall • Room 113



Guest Lecturer:
John "Pat" Philbin
October 26, 2017
***How Do You Create Value for
Your Company?***

Pat's career has focused on helping organizations manage crisis in a way that is proactive and instills trust in the affected parties, the government, and the public. Pat is a seasoned professional with more than 30 years of experience in communications and senior level leadership positions — including the U.S. Federal Government, congressional, public, and international affairs; business transformation and change management initiatives; and innovative leadership with top-level, senior government officials and company executives. As founder and President of Crisis1, LLC, Pat provides strategic direction to his staff and clients.

Pat served for more than 21 years in the U.S. Coast Guard, retiring as Chief of Public Affairs. His operational assignments consisted of more than seven years afloat experience, including command of two Coast Guard cutters. Previous executive positions include Senior Vice President of PIER Systems, a technology-focused crisis communications company and Director, Office of External Affairs for the Federal Emergency Management Agency (FEMA). Pat has extensive executive level experience in leading, managing, and participating in large scale, high-profile crisis events, including the loss of the space shuttle Challenger, oil and natural disasters in the Gulf of Mexico, mass migrations of Haitians/Cubans, the loss of TWA Flight 800 and Alaska Air, the loss of JFK, Jr.'s aircraft off of Martha's Vineyard, and dozens of contentious and complex business and legislative issues associated with FEMA's transformation following Hurricane Katrina.

Pat holds a Doctorate in Communication from the University of Maryland, a Master of Science in Business Administration from George Mason University, a Master of Science in Public Relations from Syracuse University, and a Bachelor of Science in Government from the U.S. Coast Guard Academy. He is a member of the Project Management Institute (PMI) and a certified Project Management Professional (PMP). Pat holds an Accreditation in Public Relations (APR) and is a member of the Public Relations Society of America. He serves as a Member of Firestorm's Expert Council, is an Advisory Board Member of [Richard Wagner & Co](#), as well as Hoffmann Rak Pardo. Pat can be reached at jphilbin@crisis1.com.