

ELIZABETH D. WISE

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Elizabeth Wise has long been concerned with human rights and their protection, leading to a career in journalism. As a journalist, she worked in extreme conflict zones where human rights were a constant issue and the subject of her work. She has, during recent years, been involved in helping multinational companies examine their own workplace or community policies to find responsible solutions in these areas.

As a public relations consultant, she has:

- Assessed a company's operations in Africa to anticipate attention from media and activists.
- Assisted African operations of a multinational company in its disputes with local communities.
- Assisted a company with its media relations during a highly-publicized pollution case in Asia.
- Prepared medical researchers for animal rights campaign challenges.
- Devised media and communications strategy for U.S. companies facing litigation, public protest, government hearings, product recalls and other reputation challenges.
- Written company testimony for hearings in U.S. Congress.
- Prepared lawyers and executives for media questioning regarding a workplace discrimination case before the U.S. Supreme Court.

As a journalist, she covered civil wars in Ethiopia and Sudan, spending weeks with soldiers on the front lines, or reporting on high-level peace talks. She also covered Rwanda's incoming government in the weeks after that country's 1994 genocide and civil war. Other reporting assignments focused on global trade policy, including "First World-Third World" trade issues.

PROFESSIONAL EXPERIENCE:

2004 to Present: Consultant, McGinn MS&L, f/k/a The McGinn Group. The communications firm specializes in reputation management and crisis litigation, and is part of the Publicis public relations firm.

1995-1997 : The Economist Newspaper Limited. Foreign affairs correspondent of European Voice, a weekly newspaper published in Brussels, covering political and trade policies with Asia, the Americas and the Mediterranean.

1992-1995 The Associated Press. Brussels correspondent covering the European Union and Uruguay Round of world trade negotiations. Special assignments to Rwanda and Eritrea.

1989-1992: Banking and economics reporter for Reuters in Luxembourg. Reporter in California and Nevada for The Associated Press. East Africa correspondent, freelance, to British and American papers.

EDUCATION:

Columbia University Graduate School of Journalism (M.S. 1989)

University of Pennsylvania (B.A. 1988)

LANGUAGES:

French; Italian