

EXPERT SOURCE ADVISORY

Corporate Reputation

Peter Morrissey: A Leader in Corporate Reputation Management
More than 30 years of protecting and advancing corporate reputations

Reputation Communications

[Peter Morrissey](#), CEO of [Morrissey & Company](#), is one of the nation's leading authorities on crisis and reputation communications.

With more than 30 years of industry experience, Peter has developed a unique approach to public relations, crisis management and brand management designed to safeguard an organization's most valuable asset: its reputation.

Peter is a Professor at Boston University's College of Communication, currently ranked fourth in the nation for communication excellence.

Highlights

- ❖ Provided counsel and crisis services to Johnson & Johnson's McNeil Pharmaceuticals during the Tylenol™ capsule poisoning episode, which has come to be recognized as the model for successful crisis communication.
- ❖ Counseled *Fortune 500* companies including IBM, Miller Brewing Company, and Nike.
- ❖ Included in *PRWeek's* list of "crunch-time counselors who should be on the speed dial in a crisis"



Latest Insights:

"If companies don't manage the story, then by definition they are in response or rebuttal mode and not truly "managing" their message.

As soon as company leaders attempt to hide or delay, they are losing time and the vacuum will be filled –almost always – by negative innuendo or accusations."

"Reputation is all about building and keeping trust."

[Read the rest of Peter's latest blog post](#)

[Peter Interviewed on NECN's This Week in Business](#)

Learn more about reputation communications:

MORRISSEY & CO.
REPUTATION • COMMUNICATIONS



Peter Morrissey is available for interviews, statements, and analysis in television, radio, print, and online news outlets.

Please contact: Doug Flora, Morrissey & Company
o: (617) 399-6023; c: (617) 721-8083; doug@morrisseyco.com.