

JOE BAERLEIN



Joe Baerlein is a well-known strategic communications advisor to some of the nation's largest companies, trade associations, and large not-for-profit organizations, specializing in reputation and advocacy matters. Working with law firms and businesses all over the country, Joe has managed over 100 crisis and reputation assignments on a variety of topics including Department of Justice (DOJ), US Attorney and State Attorneys Generals investigations, sex abuse at private schools, airplane crashes, data breaches and media investigations into high-profile individuals. He has also directed major advocacy campaigns for corporate clients on a variety of issues and is known as the leading ballot strategist in Massachusetts, having won eight statewide races over a 20-plus year period.

Joe is a member of the Massachusetts Bar Association and serves on the boards of Associated Industries of Massachusetts, The New England Council and Mass Association of Mental Health. He was formerly a partner in one of the country's top 25 independent strategic communications and public affairs companies for 18 years.

Earlier in his career, Joe was Of Counsel to Choate, Hall & Stewart Law Firm in Boston and President of their public strategies subsidiary, The Choate Group. He also served in two major cabinet positions in Massachusetts state government and directed the winning campaign for the Commonwealth's first female statewide office holder, Evelyn F. Murphy, the first woman elected statewide in 210 years in the Commonwealth as Lt. Governor.

Joe has an undergraduate degree in marketing from the University of Rhode Island, a Masters in Communications from Boston University and a JD from Suffolk University Law School. He has lectured at universities and companies on the topics of protecting reputation and brand as well as the organization and execution of challenging advocacy projects.