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Sean Fitzgerald
Partner/Managing Director
Ketchum West

As a member of Ketchum's Global Crisis and Issues Management team, he also acts as the regional leader for all crisis work supporting Ketchum clients based in the Western U.S., and acts as an ongoing global resource for many of the firm's national and global corporate clients. Sean provides strategic counsel to Ketchum clients on a wide range of issues including corporate reputation, crisis management, corporate social responsibility and media relations. He currently serves as senior strategist for Hyundai Motor America, Chase Card Services and Liberty Mutual Insurance Company. His expertise ranges from developing and implementing global media relations strategies to creating outreach programs aimed at specific key audiences, such as community, NGO or political entities.

Prior to joining Ketchum, Sean served as vice president of corporate responsibility and global issues management for Mattel, Inc, the world's largest toy manufacturer. In this position he was responsible for establishing and maintaining positive relationships between the company and its diverse stakeholders around the world. He also headed the company's groundbreaking ethical manufacturing program. In addition, he was responsible for the supervision and overall strategy for all media relations programs supporting Mattel's international affiliates, including those in India and Brazil, and coordinated all international external communications related to both brand protection and corporate reputation.

Before his position at Mattel, Sean served as director of global communications for San Francisco-based Levi Strauss & Co., the world's largest marketer of brand-name apparel. At Levi's he was directly responsible for all communications supporting the firm's global reputation. He developed and implemented all media relations strategies for the launch of the company into South Africa, India and Argentina.

With more than 20 years experience in strategic media relations supporting both corporate and marketing communications, Sean has developed and implemented public relations and corporate identity programs on both the client and agency sides. Prior to joining Levi Strauss & Co., he served as senior vice president for Golin-Harris Communications, heading that firm's West Coast corporate practice. In that position, he represented a variety of multi-national firms including Chrysler, Hewlett-Packard, Toshiba America, Sony and Price Waterhouse. Highlights of his work at other public relations firms in Chicago and Los Angeles include the launch of Hyundai into the U.S. marketplace, an award-winning media launch of an innovative Merrill Lynch financial product, and the coordination of an international communications strategy encouraging economic investment and development in Northern Ireland.