



## MICHAEL MASLANSKY

We live in a post-trust era, where the public is more skeptical than ever of institutions, their motives and their messages. In this environment, the rules for communicators have changed.

Michael uses experience from more than a decade of research into the art and science of persuasion to counsel Fortune 500 corporations, industry associations, and non-profits on how to communicate credibly in this challenging environment. Clients turn to Michael to understand the public mood, challenge conventional wisdom and transform not just what they say to key audiences – but how they say it.

Clients that have sought Michael's counsel include AT&T, Bank of America, Johnson & Johnson, MetLife, and Toyota. He has also worked with a wide range of industry associations including the Financial Services Roundtable, PhRMA, the Personal Care Products Council, the Direct Marketing Association, and the New Orleans tourism industry.

Michael shares with clients his in-depth understanding of hot-button issues in banking and financial services, healthcare and pharmaceuticals, corporate social responsibility and non-profits, technology and consumer products, and litigation and politics. Over the years, he has helped Fortune 500 companies position and differentiate their brands and products during good times and protect their reputations during crisis.

Michael's book, *The Language of Trust: Selling Ideas in a World of Sceptics* reviews the communication challenges that companies, and industries face today and offers proven tools for building trust and credibility with consumers, regulators and the general public.

Michael is a frequent commentator on Fox News, CNN, MSNBC and Current TV. He has conducted hundreds of research projects in over 20 countries using his firm's trademarked polling and focus group methodology, lauded by The New York Times, The Washington Post, The New Yorker, "60 Minutes," "Nightline" and PBS's "Frontline," among others.

Prior to maslansky, Michael founded MarketResearch.com, a leading market intelligence company where he served as president and board director. Michael is a member of the Arthur W. Page Society and also serves on a number of advisory boards. Previously, he was a mergers& acquisitions attorney with Wachtell, Lipton, Rosen & Katz. He lives in New York City with his wife and two children.