

# MELISSA AGNES

## BIO

Author of *Crisis Ready: Building an Invincible Brand in an Uncertain World*, **Melissa Agnes** is a leading authority on crisis preparedness, reputation management, and brand protection. Agnes is a coveted speaker, commentator, and advisor to some of today's leading organizations faced with the greatest risks.

As a strategic advisor and keynote speaker, Melissa Agnes has worked with NATO, Ministries of Foreign Affairs and Defense, financial firms, technology companies, healthcare organizations, cities and municipalities, law enforcement agencies, global non-profits, and many others, helping them understand risk and build invincible brands that can withstand even the most devastating of events.

In 2015, she gave a TEDx talk in Los Angeles where she discussed the secret to successful crisis management in the 21st century.

Agnes is the editor of the Crisis Ready Blog, the host of the Invincible Brand Podcast, a contributor to Forbes, and a go-to source for the press, with recent coverage including the Wall Street Journal, VIBE Magazine, USA Today, and many others.

As a university guest lecturer, Agnes teaches crisis management in university courses around the world, including at NYU and McGill, and her book and Crisis Ready Model continue to be adopted into undergraduate, graduate, and MBA courses around the world.



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