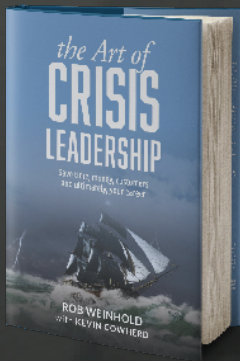


ROB WEINHOLD

LEADERSHIP. VISION. REPUTATION. STRATEGY.

- CHIEF EXECUTIVE, FALLSTON GROUP
- CRISIS LEADERSHIP EXPERT
- CHIEF REPUTATION OFFICER
- EXPERT COMMUNICATIONS AND MEDIA STRATEGIST
- CONDUCTED THOUSANDS OF MEDIA INTERVIEWS DURING STORIED CAREER
- AUTHOR



Featured on:





Taken just before a live shot on MSNBC during the week of the Baltimore riots.

WHO IS ROB WEINHOLD?

● GROUNDBREAKING ENTREPRENEUR

In addition to founding a very successful professional advisory firm which has grown year-over-year since its inception, Rob has always found a way to make each organization he's been a part of bigger, faster, stronger. In fact, he spearheaded the first out-of-market amateur sports expansion for Major League Baseball Hall of Famer Cal Ripken, Jr. in Myrtle Beach, SC.

● NATIONAL KEYNOTE SPEAKER

Rob has served as a national keynote speaker and lecturer within hundreds of private, public and nonprofit settings, including a presidential appointed position in the U.S. Department of Justice. He is an expert speaker on crisis leadership, strategy and communications.

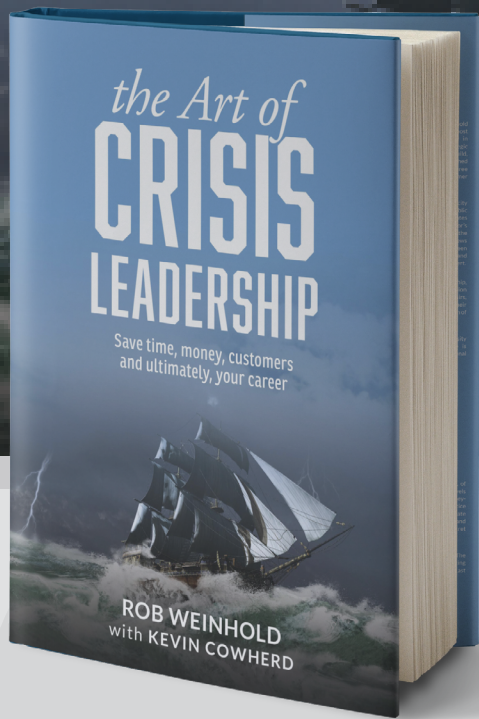
● AWARD-WINNING PUBLIC SERVANT

While a member of the Baltimore Police Department, Rob was promoted numerous times and ultimately served as Public Affairs Director and chief spokesperson for the department. During his tenure, he was honored with numerous accolades, including the Bronze Star for bravery and Distinguished Service Award.

● EDUCATOR AND NATIONALLY PUBLISHED AUTHOR

With a graduate degree from The Johns Hopkins University and an undergraduate degree from the University of Baltimore, both degrees concentrating in Marketing, Rob has lectured in a variety of collegiate and professionally-based forums.

THE ART OF CRISIS LEADERSHIP



"Rob Weinhold has captured in this one book what it took me 28 books to communicate to CEOs."

-Dr. Joseph Mancuso, founder of
CEO Clubs International,
ceoclubs.org and
ceoclubsworldwide.com

NO ORDINARY HOW-TO BOOK,

The Art of Crisis Leadership instructs and inspires with real stories and raw emotions, showing readers how leaders navigated through crises in such a way their organizations not only survived, but thrived. A crisis isn't a matter of "if" but of "when." The Art of Crisis Leadership teaches readers how to turn short-term adversity into long-term advantage. Learn how to save your time, money, customers and ultimately, your career. Trust matters.

Kevin Cowherd, Co-author

Kevin has co-authored six novels with Hall of Famer, Cal Ripken, Jr., including the New York Times Bestseller, *Hothead*. Kevin has also published non-fiction books with Apprentice House Press, *The Opening Act: Comedy, Life and the Desperate Pursuit of Happiness*, a look at the career of Baltimore comic Larry Noto, and *Hale Storm: The Incredible Saga of Baltimore's Ed Hale, Including a Secret Life with the CIA*.

THE FALLSTON GROUP



BUILDING ON ROB'S STRONG DESIRE TO HELP ORGANIZATIONS during life's most difficult times, he created FALLSTON GROUP, an East Coast-based reputation agency. Rob's team works with leaders to help them build, strengthen and defend their reputations - each and every day.

- Crisis & Issue Management
- Strategic Marketing & Public Relations
- Safety & Security



CRISIS & ISSUE
MANAGEMENT



STRATEGIC MARKETING &
PUBLIC RELATIONS



SAFETY & SECURITY

KEYNOTE SPEAKER



Rob frequently shares his expertise with corporate boards and executive teams, as well as national conferences and events around the country on subjects such as:

- Crisis leadership
- High performing teams ("What they Look Like" & "Brand Promise")
- Crisis management and communications
- Media training
- Public relations and social media
- Safety and security

SPEAKING TOPICS INCLUDE:

- The Art of Crisis Leadership - How to Save Time, Money, Customers and Ultimately, Your Career!
- How to Get Yourself In or Out of the News - Managing the Media in Today's Viral World
- The State of the News Media Today - If You Don't Tell Your Story, Someone Else Will
- Turn Short-Term Adversity into Long-Term Advantage - The Art of Crisis Leadership
- Reputational Equity- Build your Bank of Brand Trust, and Strengthen your Reputation
- What is your Brand Promise and How do You Show-Up to Your Marketplace?

PREVIOUS ENGAGEMENTS:



UnitedHealthcare®



...and many more!

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MEDIA

HAS CONDUCTED THOUSANDS OF INTERVIEWS

Featured expert on CNN, Fox News, MSNBC and many other media outlets





FOR EVENTS, SPEAKING ENGAGEMENTS, MEDIA REQUESTS OR GENERAL QUESTIONS:

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