Mark Irion
Head of Strategic Communications
Washington, D.C.

Biography

Mark Irion provides fully integrated communications and advocacy programs that help clients achieve their public relations, crisis communications, and reputation management goals, as well as legislative, regulatory, and corporate positioning objectives. With more than 25 years of experience crafting and executing messages and strategies, Mark is a trusted advisor to C-suite executives around the world.

As the leader of the firm's strategic communications initiative – which provides communications advice that is seamlessly integrated with our legislative, litigation, and regulatory legal services – Mark's ability to create and leverage persuasive communications to drive public policy and shape public opinion is brought to bear in complex matters ranging from deals to litigation. He helps companies across every sector develop strategies to help get their message across to consumers, legislators, and regulators.

Mark is a veteran advocate with a long track record of innovation, having successfully built and led highly respected integrated public affairs, lobbying, and crisis communications companies.

Latest thinking and events

- Hogan Lovells Publications

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Practices

Strategic Communications
Government Relations and Public Affairs
Business Integrity
Crisis Leadership Team

Industries

Aerospace, Defense, and Government Services
Automotive and Mobility
Consumer
Diversified Industrials
Education
Retreat or engage in a period of extraordinary suspicion? *Litigation, Arbitration, and Employment Alert*

- **News**
  - Five Steps to Rehabilitate a Brand in the Midst of a Crisis: Total Brand Care

- **Sponsorships and Speaking Engagements**
  - FiscalNote Reinvent 2018

- **News**
  - Total Brand Care: Effective PR Communications to Minimize Damage to your Brand *Total Brand Care*

- **Hogan Lovells Publications**
  - Global media and communications quarterly - Autumn 2017

- **Hogan Lovells Events**
  - Going Global 2017

- Energy and Natural Resources
- Financial Institutions
- Insurance
- Life Sciences and Health Care
- Real Estate
- TMT