

## 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

- Insights



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### Practices

Strategic Communications

Government Relations and Public Affairs

Business Integrity

Crisis Leadership Team

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### Industries

Aerospace and Defense

Automotive

Consumer

Diversified Industrials

Education

Energy and Natural Resources

- Avoiding legal and reputational risk associated with CARES Act oversight and investigations
- Events
  - Weathering COVID-19: A webinar series - Crisis management in the age of COVID-19
- Published Works
  - Even poor leadership communication offers lessons in the time of coronavirus *TLNT*
- Insights
  - Sports and entertainment: Key industry topics surrounding the COVID-19 pandemic
- Hogan Lovells Publications
  - 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

Financial Institutions

Insurance

Life Sciences and Health Care

Real Estate

Technology & Telecoms

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