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Michael Deaver



Michael K. Deaver has been "making it happen" behind the scenes of American politics for over 30 years. From his time with Barry Goldwater to being the mastermind behind President Reagan's election campaigns, **Michael Deaver** knows what works when it comes to politics and the media, elections, the US political system, and the elements of presidential leadership.

One of the most oft-quoted sources on media and the presidency for America's top newspapers, Deaver currently serves as International Vice Chairman for Edelman Worldwide and Executive Vice President and Director of Corporate Affairs for Edelman's Washington office. As International Vice Chairman, Deaver manages Edelman's global public affairs programs for such major clients as United Parcel Service, Bacardi, and Fujifilm.

As Director of Corporate Affairs in the Washington Office, Deaver provides strategic counsel to many of Edelman's most prestigious corporate accounts including Nike, CSX, Nissan, and Microsoft. On the International front, Deaver oversees U.S.-based image programs for the governments of Portugal, India, and Chile.

He is widely recognized as one of the nation's premier professional communicators. With more than 30 years in national politics and public relations, Deaver has established lasting contacts with both the elite media and those in the highest levels of government.

Internationally, Deaver provides strategic communications advice to elected officials and influencers across the political spectrum. He has met with heads of state, members of legislatures and parliaments in Europe, Asia, and Latin America providing insight on how officials can deal with an ever-growing Americanized media in their home country.

In addition to managing high-profile international and corporate accounts, Deaver serves clients in other key sectors. In health care, he acts as public relations advisor to the Healthcare Leadership Council, the managed care industry's Washington-based lobby and advocacy group, and Cardinal Health, Inc., one of the nation's largest distributors of drug and health products. In technology and telecommunications, he has represented the Cellular Telecommunications Industry Association, AT&T, and the Competitive Long-Distance Coalition.

Deaver spent more than 20 years as one of Ronald Reagan's closest advisors in both Sacramento and Washington. In the White House, he served as assistant to the president and deputy chief of staff from January 1981 until May 1985. Deaver, chief of staff James A. Baker III, and counselor to the president Edwin Meese, were seen as the triumvirate directing the Reagan administration's successful first term. Deaver is widely credited with being the architect of the Reagan communications program, including the landslide presidential campaigns of 1980 and 1984. Deaver is the author of *A Different Drummer: My Thirty Years with Ronald Reagan*.

He was formerly president of Deaver and Hannaford, Inc., a public relations firm he co-founded in 1975. After he left the White House in May 1985, he formed Michael K. Deaver, Inc., a Washington-based public affairs firm servicing domestic and international corporate clients.

Deaver continues to comment on politics, the media, and public affairs on the airwaves, appearing regularly on the network's public affairs programs. Audiences around the nation rave about his incisive take on US politics, done in a way that is entertaining, informative, and most importantly without partisan. Deaver takes today's issues, gives you the facts along with some great perspectives, and lets you make your own decision about the outcomes of American politics.

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