



Jeff Leshay is an award-winning public affairs leader and former TV news correspondent and anchor specializing in media training, executive presentation coaching, message and story development, and crisis communications.

Leshay's intensive story development and communications coaching programs equip leaders and celebrity spokespeople with the skills and confidence required to deliver compelling, persuasive messages in even the most challenging situations.

Formerly an on-air business news correspondent with CNBC and Fox, Leshay has successfully coached leaders at dozens of Fortune 500 companies and non-profit organizations, athletes, celebrity chefs, authors, educators, technologists, government officials, and physicians for high-profile media interviews and speaking engagements. He is often called upon to speak to corporate groups, trade associations and non-profit organizations on a wide array of media, change and crisis management, and other compelling communications topics.

Following the years he spent as a print and broadcast journalist, during which he won nine Associated Press broadcasting awards, Leshay served as a senior communications executive with three of the world's largest PR firms and at two multi-billion-dollar public companies. This uniquely diverse experience has provided Leshay with a 360-degree perspective of media and communications that is the basis for his real-world, results-oriented approach to training.

As Senior Vice President of Public Relations & Corporate Communications for Career Education Corporation (2008-11), Leshay led the development and execution of the company's internal and external communications strategies. This included highly effective management of the company's reputation in the face of harsh public criticism of the "for-profit" education sector by members of Congress, the U.S. Department of Education, plaintiffs' lawyers, and media.

Prior to joining CEC, Leshay served as General Manager & Executive Vice President at Edelman (2003-08), where he led the U.S. Media & Presentation Training and Chicago-based Reputation Management practices. He provided executive communications coaching and strategic counsel to a wide variety of corporate clients in the areas of reputation enhancement, message and story development, issues and crisis management, and media relations.

Leshay spent a year (2002-03) directing the public affairs team in the Pharmaceutical Products Division at Abbott Laboratories, managing a variety of challenging regulatory and quality assurance issues, and developing internal and external communications to support change management initiatives, sales and product marketing. He also served as Senior Vice President and Partner in the Chicago office of Fleishman-Hillard (1999-02), where he led the technology communications practice, and in senior-level positions at Golin/Harris (1995-99).



Leshay began his career as a writer for The Associated Press. He has authored two books: “How to Launch Your Career in TV News,” and more recently the TV news and financial thriller, “Dangerous Trades.” He holds a Master of Science degree from Northwestern University’s Medill School of Journalism and a Bachelor of Arts degree in history from the University of California, Santa Barbara. At UCSB, he competed on the varsity tennis team, and then spent a few years as a touring and teaching tennis professional in the U.S., France and Germany.

Leshay is a member of the Arthur W. Page Society, a select group of PR and corporate communications leaders from around the world dedicated to strengthening their profession. He is also a member of the National Speakers Association and the Public Relations Society of America. Leshay has served on non-profit education and literacy boards, and he provides communications guidance to the Alliance for the Great Lakes, the American Red Cross and Easter Seals.