

# Insight on Coaching – Guest Bio

*LEN BIEGEL*

*President, The Biegel Group/Of Counsel, Levick Strategic Communications*

## Introduction

Len Biegel is one of the most sought-after crisis communications and management experts. Since the Tylenol tampering crisis 25 years ago, he's helped hundreds of companies and their senior executives prepare for and respond to crises. He helped American Airlines on 9/11 and was called on by the Business Roundtable to write the Post-9/11 Crisis Communications Toolkit. He is president of The Biegel Group and Of Counsel to Levick Strategic Communications, one of the world's leading crisis firms, with offices in Washington, New York, Atlanta and London. Len's new book, *Never Say Never*, will be published in December.

## Experience

- Broadcasting at Metromedia (Fox) in Washington and New York
- CBS
- Public broadcasting

## Education

- BS, New York University, with additional study at NYU's Graduate School of Business Administration
- 2 years as Associate Professorial Lecturer, George Washington University

## Professional Affiliations, Publications and Recognition

- Member of the Princeton Club