

## Sondra Haley



### Principal

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Sondra Haley is a highly regarded public affairs consultant with extensive experience in the political, corporate and non-profit spheres. She specializes in issues and reputation management, crisis communications, media relations, internal communications, executive communications and community relations.

Sondra has crafted external and internal strategic communications plans for numerous initiatives for private and public sector organizations. Her primary focus is on creating and guiding the positioning and messaging for complicated, sensitive and timely matters, including litigation, earnings, union negotiations, restructurings, workplace issues, product launches and high-profile events.

Previously, Sondra served on the executive leadership team for Disney Consumer Products Worldwide and Disneyland Resort as vice president of communications and public affairs. Her responsibilities included directing more than 30 major media events annually, primary spokesperson for all crises and issues, and overseeing the community relations and volunteer efforts for Orange County's largest employer. She

also was the director of communications for the National Basketball Association, where she spearheaded the public relations efforts for the NBA's domestic and international community outreach programs.

As a consultant, Sondra has served in similar roles for high growth companies such as the Gap, where she shaped the communication strategy to support the iconic brand's turnaround. Additionally, she has provided pro bono work for non-profit organizations, focused on issues/crisis management for K - 12 schools and global Christian mission groups.

She launched her career in the political arena, serving in former President George H. W. Bush's administration as deputy press secretary and spokesperson for first lady Barbara Bush. Sondra also assisted first lady Laura Bush as a lead advance representative, helping to plan, manage, and execute international and domestic trips and events. Currently, she serves on the advisory council for the George and Barbara Bush Foundation based in College Station, Texas.

Sondra earned her bachelor's degree from the University of Southern California School of Journalism, with a public relations emphasis.