

NMV STRATEGIES CRISIS TEAM

Nancy M. Valent, president of NMV Strategies, LLC

Nancy has trained more than 300 executives and middle managers in proactive media awareness in critical steps to take when a crisis develops and the reporters are calling and knocking on the door. She has experienced and dealt with dozens of corporate crises as the spokesperson for Avery Dennison. The CEO of Avery Dennison recognized her for her professionalism in handling the press during a major plant explosion where the story was a non-issue within twelve hours.

Over the last eight years as a media consultant, Nancy has been on retainer with Fortune 500 clients in being available 24/7 to offer expertise and assistance with both sudden and smoldering crises. Her caseload has covered situations from the unfortunate suicide of a CEO to a mass walkout resignation from a prominent association's board of directors. Each and every crisis has been handled with professionalism and with no liability to the company's brand or image.

In addition to her crisis expertise and strategic marketing/communications practice, Case Weatherhead School of Management includes Nancy as a Weatherhead Affiliate Instructor and offers her course: "Media Relations: Image, Positioning and Crisis Control" through their Executive Education Strategic Marketing Series along with her course on "Developing Marketing Plans During Challenging Times."

Currently, Nancy presides over NMV Strategies, LLC in directing the marketing, branding, communications and public relations campaigns for companies seeking to build, manage and/or recapture their industry leadership positions.

Robert Valent: Chief Crisis Strategist & Investigative Analyst, former U.S. Secret Service Agent

Robert has enjoyed an over thirty-year career with the federal government. His tenure included positions as U.S. Secret Service Special Agent, U.S. Customs Special Agent/District Fraud Coordinator and Operational Analyst with U.S. Customs and Border Protection within the Department of Homeland Security. During this time, his responsibilities covered protecting the President of the United States and other foreign heads of state both here and abroad. His duties also involved investigating violations related to counterfeit currency, check forgery, threats against the President and conducting many civil and criminal investigations regarding drug trafficking, terrorism and commercial fraud of imported merchandise. Working with the Assistant U.S. Attorney's Office, these investigations resulted in indictments, arrests and convictions with civil penalties and criminal fines of over 5 million dollars.

Robert has interviewed both private individuals and corporate executives, in addition to observing numerous media interviews and press conferences. He has testified in high profile cases before the federal grand jury and federal court. As a research expert, Robert taught investigative methods and interview techniques to federal investigators in Cleveland and throughout the U.S. He holds a Bachelor of Arts Degree in psychology and marketing and also belongs to the Association of Former U.S. Secret Service Agents and is a Certified Fraud Examiner with the International Association of Certified Fraud Examiners.

Because of his expertise and background, Robert brings a wealth of insight as Chief Crisis Strategist & Investigative Analyst with NMV Strategies. During his work with NMV Strategies, he has provided on-site corporate training for executives from Fortune 500 companies and those attending the "Media Relations: Image, Positioning and Crisis Control Program" within the Case Western Reserve Weatherhead School of Management Executive Education.