



# Stacey Zolt Hara

Executive Vice President, Midwest Director, Transformation Communications

Stacey Zolt Hara brings nearly 20 years of experience in corporate reputation, public affairs and BtoB communications, helping guide organizations through complex and often transformative challenges in an evolving landscape. As the Midwest Director of Edelman's Transformation Communications offer, Stacey works with companies experiencing material business transformations, lending a campaign mindset and a modern suite of integrated marketing tools to achieve full stakeholder alignment around a new corporate mandate.

A trusted executive counselor, Stacey leads Edelman's award-winning communications marketing work for United Airlines, serving as a key advisor to CEO Oscar Munoz and his leadership team as they transform the United brand. Edelman's team, which today spans nine countries worldwide, led a three-phased turnaround program that successfully shifted the perceptions of stakeholders, engaged the public and ultimately changed the internal culture at United.

Prior to assuming her current role, Stacey served as Edelman's Global Chief of Staff, partnering with CEO Richard Edelman and the Global Executive Committee to advance the agency's strategic ambition; assess opportunities for growth, talent and culture; and shape Edelman's thought leadership voice.

Prior to joining Edelman in 2013 to run the Chicago Public Affairs practice, Stacey served as Asia Pacific Senior Director of Communications for Quintiles, a biopharmaceutical contract research firm, overseeing communications across 12 countries. She previously held senior leadership roles at Ogilvy Public Relations in Singapore and at Res Publica Group, a boutique public affairs agency.

Stacey served as Illinois Communications and Policy Director to U.S. Senator Dick Durbin and as a Senior Advisor to then-Senator Hillary Clinton in the 2008 presidential campaign. This unique hybrid of experience is underpinned by a journalist's sensibility for storytelling, honed at the beginning of Stacey's career, covering the U.S. Congress for Roll Call and Scripps Howard News Service.

Stacey earned her undergraduate degree from Indiana University, her Masters in Political Management from The George Washington University and completed the Leadership and Business Development Program at University of Chicago's Booth School of Business. She is fluent in Spanish and a student of Mandarin.

Stacey serves on the Board of Directors of Chicago Youth Programs, Chicago Advertising Federation, the Chicago leadership circle of American Jewish World Service, and the Chicago chapter executive committee of Caring for Cambodia. She is a member of the Executives Club of Chicago and the Chicago Council on Global Affairs.

