



Amy K. Rotenberg, Esq. President

As founder and president of Rotenberg Associates, Inc., Amy has more than a decade of experience in crisis management and strategic communications. Amy serves her clients at their most critical moments: adverse publicity arising from federal and state litigation; government investigations; product recalls; employee malfeasance; media probes; mergers and acquisitions; IPO's and spinoffs. Whether advocating a high profile issue before national media or Congress, or rehabilitating the reputation of a corporate executive, Amy helps clients at the intersection of legal claims, regulatory attacks and media scrutiny.

Before founding Rotenberg Associates in 2004, Amy was Vice President at Padilla Speer Beardsley, launching that firm's Litigation and Critical Issues Communications practice. There she developed a unique expertise in crisis and litigation communications. Previously, Amy was for nine years a media lawyer and trial attorney at Dorsey & Whitney in Minneapolis, and Cravath, Swaine & Moore in New York. She represented broadcast and print media in litigation and cable television regulation and provided daily pre-broadcast newsroom counseling to NBC affiliate KARE-TV (Minneapolis) on libel, privacy and newsgathering issues. She also represented corporate clients in anti-trust, employment discrimination, trade secret, product liability and other complex commercial litigation.

Amy received her undergraduate degree from Harvard University, Magna Cum Laude, in Government and an M. Phil degree in International Relations from Cambridge University, England, where she was a Rotary Scholar. Amy received her law degree, with honors, from the University of Minnesota Law School and served as law clerk to Judge Donald P. Lay, U.S. Court of Appeals, 8th Circuit. She also worked in the White House Office of Policy Development. Amy has served on the Media Fair Response Committee of the Hennepin County Bar Association, as well as the Minnesota State Bar Associations' Media Law Committee, and is a member of the American Bar Association and Minnesota Women Lawyers. She has received national awards for strategic communications, has published on the subject and is frequently interviewed by the media.

In addition to her professional work, Amy has co-chaired the Harvard College Chapter of the Harvard University Club of Minnesota, and has led the College's admissions efforts in Minnesota. She currently serves on the Board of WomenWinning, and has assumed leadership roles in presidential, senatorial and congressional campaigns. Amy regularly provides pro bono professional services to non-profits, political and religious organizations. She is a retired competitive figure skater.