



**Amy K. Rotenberg, Esq.**  
**President**

As founder and president of Rotenberg Associates, Amy combines nearly two decades of experience in crisis management and strategic communications with 10 years as a trial attorney. She provides strategic communications counsel to clients facing high stakes publicity in connection with federal and state litigation, government investigations, product recalls, employee malfeasance, media probes, mergers and acquisitions, IPOs and spinoffs. Whether advocating a high profile issue before the 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. Amy has extensive experience working with clients in healthcare, higher education, food, financial services, professional sports, non-profits and news media.

Previously, Amy was Vice President at Padilla Speer Beardsley, launching that firm's Litigation and Critical Issues Communications practice. As a media lawyer and trial attorney at Cravath, Swaine and Moore in New York and Dorsey & Whitney in Minneapolis, she represented broadcast and print media in litigation and cable television regulation and provided daily pre-broadcast newsroom counsel to local television and radio stations. 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 M. Phil. degree in International Relations from Cambridge University, England, where she was a Rotary Scholar. She is an honors graduate of the University of Minnesota Law School, and served as a judicial law clerk to Hon. Donald P. Lay, U.S. Court of Appeals, 8<sup>th</sup> Circuit. Amy also worked in the White House Office of Policy Development. Amy has served on a number of media and bar association committees and is currently a member of PR Boutiques International, an exclusive international network of small public relations firms led by industry leaders. She has received national awards for crisis 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 led the college's admissions efforts in Minnesota for many years. She has served on many nonprofit boards including WomenWinning, the Associated of Baltimore, the Girls Empowerment Mission ("GEM") and Johns Hopkins Hillel. Amy has assumed leadership roles in presidential, senatorial and congressional campaigns. She regularly provides pro bono professional services to non-profits, political and religious organizations. She is a retired competitive figure skater.