



# Michael S. Sitrick

## Founder, Chairman & CEO

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Michael Sitrick is the Founder, Chairman and Chief Executive Officer of Sitrick And Company. An internationally recognized expert in the use of communications, Mr. Sitrick has been the subject of numerous articles focusing on the results he has achieved for clients.

- **Fortune** magazine called him “one of the most accomplished practitioners of the dark arts of public relations” and “The Wolf of Public Relations.” “Wolf,” *Fortune* explained, was the fixer played by Harvey Keitel, he washed away assassins’ splatter. Sitrick cleans up the messes of companies, celebrities and politicians. He’s a strategist who isn’t averse to treating PR as combat.
- The **Los Angeles Times** called him in a headline, “The Wolf of Public Relations.”
- A **Forbes** headline referred to him as, “The Flack for Wheeling and Dealing.”
- The **Financial Times** called him “The spin doctor’s spin doctor.”
- **Gawker’s** headline referred to him as: “Ninja Master of the Spin.”
- **Fast Company** said, “Everyone understands the importance of a story, but few are as shrewdly proficient at manipulating it. L.A. crisis manager Mike Sitrick...”
- **Los Angeles Magazine** wrote: “Sitrick is a pure product of the news cycle, of a culture dominated and defined by newspapers, magazines, TV, radio, the Internet, of the never-ending noise that has become a part of our lives. Beyond his aggressiveness, beyond his tough exterior, what distinguishes Sitrick is his ability to play the media to his own advantage.”
- **The Columbia Journalism Review** wrote: “Michael Sitrick is a public relations puppet master who has pulled the strings behind some of the biggest stories in media. He specializes in crisis PR and has earned for himself the name you call when you have a problem. Some shit... Sitrick hewed the contrarian take when Slate magazine twinkled in Michael Kinsley’s eye. Sitrick was using the inte-

networks to stoke distrust in the media when Donald Trump was still hosting WrestleMania. Seeing journalism through the eyes of someone so good at manipulating it might offer us a window into understanding what's gone so wrong. Or maybe it offers us nothing; maybe he was just spinning me, too..."

nce founding Sitrick And Company 35 years ago, he has provided advice, counsel and developed and implemented strategic communications programs for more than 1,000 companies, including some of the world's largest corporations, as well as scores of high profile individuals – both on routine and extremely sensitive matters. While his work has been largely concentrated in the world of business, clients also have included companies and individuals in sports, entertainment, academia, healthcare, religion and politics. In politics, he has provided counsel to two candidates running in the U.S. Presidential primaries, United States Senators and a big-city Mayor – among others. Matters with which he has been involved span the spectrum. Although many of Mr. Sitrick's cases have dominated the headlines, the cases that are never heard about –where Mr. Sitrick and his firm have kept their clients out of the media and off the Internet – are equally if not more noteworthy.

nder his direction, Sitrick And Company grew to the 15th largest independent firm in the nation in its first year of business. It broke into the top 10 in its second year.

rior to forming the firm, Mr. Sitrick served as Senior Vice President – communications for Wickes Companies, Inc. A member of that company's senior management team, he was the architect of Wickes' Chapter 11 communications programs. He also directed the company's communications efforts through a series of takeover attempts and defenses, litigation issues, major product liability problems and numerous other critical matters. At the time, Wickes was the largest non-railroad bankruptcy in history. The firm has done approximately 500 in-and-out of court restructurings since it's founding.

efore joining Wickes, Mr. Sitrick headed Communications for National Cancer Corporation, was a Group Supervisor for the Chicago public relations firm Melz, Seabolt and Associates, and served as Assistant Director of Public Information in the Richard J. Daley administration in Chicago. He also did reporting for such publications as the Washington Star and the Baltimore News American, as well as WSID Radio in Baltimore.

r. Sitrick has lectured on public relations and crisis management before numerous professional groups and forums, as well as at the graduate schools of Columbia, Dartmouth, UCLA, USC and the Mike Wallace Journalism Fellows Program at the University of Michigan. His work, along with the work of other members of his firm, on the Food Lion litigation is a case study at Columbia University's Graduate School of Journalism. Mr. Sitrick is the author of the critically acclaimed book, "Spin– How to Turn the Power of the Press to Your Advantage," which was published in April 1998 by Regnery Publishing Company and The Fixer, published by Regency in 1988. He is a contributing author to the books "Turnarounds and



circuits, published by Dow Jones/Irwin, and The Art of Doing, published by Penguin.

Mr. Sitrick has served on the Board of Directors of NASDAQ listed AntHealth, APP Pharmaceuticals Company and Abraxis BioScience, all founded by Dr. Patrick Soon-Shiong, as well as NASDAQ listed Jakks Pacific. He currently serves on the Board of Directors the Center for Human Justice and Dignity, a not-for-profit prison reform organization as well as a trustee of Saint John’s Health Center Foundation in Santa Monica, CA. Additionally, Mr. Sitrick served as a member of the boards of the turnaround Management Association and the Jewish Television Network and as an advisor to the 1939 Club, the largest Holocaust Survivors organization in the United States. Both the Los Angeles Times and Los Angeles Magazine named him one of the 100 Most Powerful People in Los Angeles; the Los Angeles Business Journal has year-after-year included him in their listing of LA’s 500 Most Powerful people. In January 2022, he was named to Lawdragon’s Legal Consulting Hall of Fame.

He holds a B.S. degree in Business Administration with a major in Journalism from the University of Maryland, College Park. He is married to the former Nancy Eiseman.

## Latest Posts by Mike Sitrick

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# Leaders in Legal Consulting: Hall of Famer Mike Sitrick

Posted: January 18, 2022

Lawdragon has listed Mike Sitrick on its “Global 100 Leaders in Legal Strategy & Consulting” every year from 2017 – 2021, and this year inducted him into the Legal Consulting Hall of Fame. As part of Lawdragon’s Legal Consultant Limelights, he was interviewed about his success over the years and...

Meet the 23 most powerful fixers in PR





Posted: November 10, 2021

Sitrick and Company's founder, Chairman and CEO, Mike Sitrick, was recently featured in the Business Insider article, Meet the most powerful fixers in PR.



## 19 top public relations experts CEOs scramble to hire in a crisis

Posted: August 25, 2021

Companies and high-profile people had a raft of financial and reputational trouble last year. Bad news travels fast, and employees and consumers are demanding more of companies and public figures. For people like Michael Sitrick at Sitrick and Company, it's been a busy and lucrative time.



## Litigator's Corner: An Interview with Michael S. Sitrick

Posted: March 5, 2021

was recently interviewed by Hillary Johns, a prominent member of the Beverly Hills Bar Association and its Litigation Section for their podcast.



## Credibility During Times of Crisis

Posted: April 30, 2020

In my decades of experience in crisis communications, I have rarely seen such uncertain times as this for corporations and even following 9/11 and the 2008 recession.

