

Mark Irion

Head of Strategic Communications
Washington, D.C.

Biography

Mark Irion provides fully integrated communications and advocacy programs that help clients achieve their public relations, crisis communications, and reputation management goals, as well as legislative, regulatory, and corporate positioning objectives. With more than 25 years of experience crafting and executing messages and strategies, Mark is a trusted advisor to C-suite executives around the world.

As the leader of the firm's strategic communications initiative – which provides communications advice that is seamlessly integrated with our legislative, litigation, and regulatory legal services – Mark's ability to create and leverage persuasive communications to drive public policy and shape public opinion is brought to bear in complex matters ranging from deals to litigation. He helps companies across every sector develop strategies to help get their message across to consumers, legislators, and regulators.

Mark is a veteran advocate with a long track record of innovation, having successfully built and led highly respected integrated public affairs, lobbying, and crisis communications companies.

Latest thinking and events

- Hogan Lovells Publications



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Practices

Strategic Communications

Government Relations and Public Affairs

Business Integrity

Crisis Leadership Team

Industries

Aerospace, Defense, and Government Services

Automotive and Mobility

Consumer

Diversified Industrials

Education

- Sports and entertainment: Key industry topics surrounding the COVID-19 pandemic
- Hogan Lovells Publications
 - Retreat or engage in a period of extraordinary suspicion? *Litigation, Arbitration, and Employment Alert*
- News
 - Five Steps to Rehabilitate a Brand in the Midst of a Crisis: Total Brand Care
- Sponsorships and Speaking Engagements
 - FiscalNote Reinvent 2018
- News
 - Total Brand Care: Effective PR Communications to Minimize Damage to your Brand *Total Brand Care*
- Hogan Lovells Publications
 - Global media and communications quarterly - Autumn 2017

Energy and Natural Resources

Financial Institutions

Insurance

Life Sciences and Health Care

Real Estate

TMT
