

TRAILBLAZERS

GOVERNMENT RELATIONS



EMILY LOEB
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PIONEER SPIRIT Emily Loeb spent six years in the Obama administration working for the DOJ Civil Rights Division and White House Counsel's Office. "I ended up specializing in congressional oversight, including inspector general investigations, preparing officials for congressional interviews, testimony and confirmations. I developed expertise at the confluence of Congress, federal government and law, and I have continued that in private practice."

TRAILS BLAZED Loeb had a diverse array of responsibilities at the White House Counsel's Office. For example, she worked on an interdisciplinary team during the response to allegations that veterans had died waiting for Veterans

Administration services. "I ran point to figure out what happened, how to fix it and how to reassure people it would be addressed." She also worked closely with communications colleagues to make sure that everything President Obama and the press secretary said was accurate. In private practice she helped co-found Protect Democracy, a nonpartisan nonprofit, and currently serves on the board. "Protect Democracy is focused on preventing our democracy from sliding into a more authoritarian form of government. It includes communication experts, policy experts and lawyers. The organization really brings that interdisciplinary approach. It's grown to over 30 employees."

FUTURE EXPLORATIONS More private businesses are confronting circumstances that used to happen only in rarefied places. "Small 'p' politics is not confined to those in politics anymore. With social media, a full-blown corporate crisis can break out quickly and turn the tide for companies' brands and bottom lines. Plus, multiple arenas are involved all at once, where there is a need for an internal investigation and Congress wants to hear from the CEO. Increasingly, the role of legal advisor entails being a holistic strategist. It's more similar to what I experienced in government than I would have thought—the need to answer people asking questions in different forums all at the same time."