

STEVEN M. WORTH

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The president of Plexus Consulting Group, Steve has over thirty years of experience in designing and implementing grassroots public affairs and crisis communications campaigns. Two of the earliest of these projects included the owners and operators of the Three Mile Island nuclear energy facility at the time of that catastrophic accident, and Procter & Gamble during the toxic shock syndrome crisis that shook the country.

Since then Steve has served as the point person for numerous other corporations that have suffered catastrophic accidents, labor strikes or other types of public affairs challenges. He has designed and led crisis communications training programs for corporations such as ESSO in Europe that have sought to prepare their mid-level management in handling crises as and when they should occur. And he has assisted in the creation of numerous coalitions in the US and around the world that have sought to represent private sector interests on matters of public policy.

Since serving as press liaison office for the US Senate, Steve has held numerous public relations/public affairs positions. He was senior vice president and managing director of Hill and Knowlton/Brussels when he left to join client Touche Ross which had merged with Deloitte Haskins and Sells. For three and a half years, Steve was the New York City-based worldwide head of public relations/public affairs for Deloitte and Touche. Since 1993, Steve has specialized in providing strategic consulting support to non-governmental, governmental and for-profit corporations. More recently, he served as the Washington, DC-based lobbyist for Iceland's Ministry of Fisheries on matters relating to sustainable management of the world's fisheries.

Steve received his undergraduate degree from Georgetown University and his graduate degrees from the Sorbonne and the Ecole des sciences politiques. He is the author of over 100 professional articles on grassroots communications and management issues as well as two books: *The Power of Partnership: Principles and Practices for Creating Strategic Relationships*; and *The Association Guide to Going Global: New Strategies for a Changing Economic Landscape*.