

Leslie Gaines-Ross

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Leslie Gaines-Ross, Weber Shandwick's chief reputation strategist, is the architect of groundbreaking, award-winning research into CEO and corporate reputation, CEO transitions, corporate rankings, online reputation, executive visibility, thought leadership and reputation sustainability and recovery. Leslie is a member of Weber Shandwick's global senior management team.

Leslie is one of the world's most widely recognized experts on reputation—how reputations are built, enhanced and protected. She spearheaded the first comprehensive research on CEO reputation and its impact on company reputation and business performance. She developed Weber Shandwick's global corporate reputation studies—Safeguarding Reputation, RiskyBusiness: Reputations Online, Socializing Your CEO and The Company behind the Brand: In Reputation We Trust. Her article, "Reputation Warfare," was published in Harvard Business Review. It describes how companies are increasingly finding themselves under attack from online detractors and what they can do to defend their good names from online assault.

Leslie is the author of two books, "CEO Capital: A Guide to Building CEO Reputation and Company Success and Corporate Reputation: 12 Steps to Safeguarding," and "Recovering Reputation."

Before joining Weber Shandwick, Leslie was chief knowledge & research officer worldwide at Burson-Marsteller and marketing & communications director at Fortune. Leslie's work has been widely covered online and in many top-tier global publications.

Leslie is a frequent public speaker on CEO and corporate reputation management. She is a member of Ethical Corporation's Advisory Board,

serves on the Executive Advisory Panel of Corporate Reputation Review and was named one of the “100 Most Influential People in Business Ethics” by Ethisphere Magazine as well as one of the Top 100 Thought Leaders in Trustworthy Business Behavior by Trust Across America.

Leslie’s blog can be found at [reputationXchange.com](http://reputationXchange.com) and you can follow her at [@ReputationRx](https://twitter.com/ReputationRx) or [@social4CEOs](https://twitter.com/social4CEOs).