

Crowell & Moring Public Affairs Shop Adds Senior Director

By Jack Rodgers

Law360 (April 19, 2024, 4:37 PM EDT) -- Crowell & Moring International LLC has continued fortifying its communications capabilities, hiring a senior director with more than three decades of experience providing strategic communications and public and governmental affairs strategies.

Mark T. Elliot is joining CMI in Washington, D.C., and he'll continue furnishing strategic communications advice to a range of clients in his new role as senior director, the firm announced Thursday.

He previously helped develop strategies in the healthcare and pharmaceutical industries, and worked at Pfizer in a range of leadership and communications roles — including as senior director and as manager of the company's corporate communications — for a little over nine years.

Elliot is joining Crowell & Moring International, which is Crowell & Moring LLP's global public affairs affiliate, after working as a solo consultant for nearly a year, according to his LinkedIn profile. In a statement, Elliot said he was looking forward to working alongside Geralyn Ritter, CMI's president and CEO, and Joe Damond, the new chairman of the firm's global life sciences group, whom he's known for decades.

In an email to Law360 Pulse on Friday, Elliot said he first met Ritter and Damond "more than 20 years ago," and that he held them "in the highest regards."

Elliot added that he wanted to join a team instead of continuing to fly solo because of "increased opportunities to grow and be engaged with others," working toward the same idea.

"It is a benefit to clients to have a broad spectrum of people advising them with different backgrounds and skill sets, all working together for a common goal: delivering the best outcomes," Elliot said. "Part of the attraction of joining CMI is the excellent reputation within the industry, particularly in the healthcare space."

Elliot launched his own consulting practice after working for over 5½ years at Albright Stonebridge Group, the commercial diplomacy firm chaired by the former U.S. Secretary of State Madeleine K. Albright, who died in 2022.

Albright's former group became Dentons Global Advisors ASG in 2021, after the global law firm and diplomacy firm joined forces. Elliot left that group for his solo venture in 2023, having most recently worked as a senior vice president, according to his LinkedIn profile.

Elliot will continue to provide strategic advice to clients, helping to influence and advocate for their positions on global policy, the firm said. That work will include advocating for clients on market access issues and helping them solve complex challenges throughout the corporate, government and political landscape.

CMI said Elliot will work closely with Crowell & Moring LLP attorneys, including those in the international trade and healthcare groups.

Elliot has a range of experience in communications leadership positions that includes working as executive vice president of the Global Innovation Policy Center at the U.S. Chamber of Commerce.

He spent seven years in that role, according to his LinkedIn profile, helping to lead a coalition of global companies and organizations across the film, music, healthcare, manufacturing and other industries.

Elliot also has worked in the Australian Parliament, where he held several positions over the course of more than a decade. And he spent a year as a communications manager for IBM, according to his LinkedIn profile.

Elliot told Law360 Pulse that he began his career covering media for a state government member of the Australian Parliament, and he encouraged anyone who had the opportunity to work in politics to pursue it, "as it is a great environment to learn about policy, communications, advocacy, and hone all the skills and key elements required to be a public affairs operative."

Ritter said in a statement that Elliot's global experience in heavily regulated industries "will immediately deepen and broaden" the firm's offerings to clients.

"With the advent of new technologies, the healthcare system has been stretched to the limit and entities at every level are struggling to keep up with the change, pay for the progress, and ensure access to innovation," Ritter said in a statement. "Mark is the perfect person to step in and help navigate and adapt for the future."

--Additional reporting by Steven Lerner. Editing by Linda Voorhis.