

SEVEN OAKS

MEDIA GROUP

Communications Expert Jim Popkin President, *Seven Oaks Media Group* Washington, DC

Jim Popkin is one of the nation's leading experts in strategic and crisis communications. He is the founder and president of the Seven Oaks Media Group in Washington, DC. A former award-winning investigative journalist, Popkin advises corporate and non-profit clients facing difficult challenges.

Popkin and his team of veteran print and broadcast journalists have led sophisticated media campaigns on behalf of a large slate of clients. They provide confidential strategic counsel to CEOs and executives. His clients have included Fortune 500 energy firms, aerospace companies, insurers, developers, tech startups, and many others. In 2019, former Special Counsel Robert Mueller hired Popkin to advise him and serve as his spokesperson.

Popkin worked for more than 20 years at NBC News and at national print publications. His experience as an on-air reporter at one of the country's preeminent news organizations has given him a unique perspective in managing his clients' reputations. He created the award-winning NBC News Investigative Unit and was its Senior Investigative Producer, overseeing a team of correspondents and producers that exposed political and corporate scandals, as well as controversies within the defense, intelligence, and law enforcement communities.

He was also an on-air correspondent, and his stories appeared on NBC's *TODAY* show, the NBC *Nightly News*, CNBC and MSNBC. On September 11, 2001, he helped spearhead NBC's live coverage of the simultaneous terrorist attacks. Popkin began his television career as an Investigative Correspondent for NBC-4, the top-rated news station in Washington, DC.

Popkin won four national Emmy awards for outstanding journalism, two Edward R. Murrow Awards and was a finalist for the National Magazine Award. The *American Journalism Review* profiled him as one of Washington's "most enterprising journalists."

Prior to NBC News, Popkin was a writer and Senior Editor for *U.S. News & World Report*. He continues to write today, and his articles and reports have appeared in the *Washington Post*, *Newsweek*, *WIRED*, *The Guardian*, *Slate*, *USA TODAY*, *Washingtonian*, and on National Public Radio. Popkin received a B.A. from Northwestern University and a Master of Studies in Law from the Yale Law School.