Stephen Hahn-Griffiths

Vice President, Managing Director – US and Canada

Stephen leads Reputation Institute in North America, and plays an active role in spearheading the Reputation Consulting and Custom Measurement needs of our major clients. He is a thought-leader in corporate communications, reputation management, and the alignment of corporate brand with reputation. Stephen was previously a partner and co-owner at Protobrand, a boutique insights and strategy consultancy in Boston. Prior to that, he was the Chief Strategy Officer at leading multi-national agencies, including Leo Burnett, Mullen, and Saatchi & Saatchi. He has worked on developing overall reputation enhancing and corporate communications strategies at the C-Suite level for several years, including current RI clients Allstate, Procter & Gamble, JPMC, AB InBev, and AT&T. Stephen's work in reputation, communications, and brand strategy has been critically acclaimed through the winning of major awards, including EFFIEs, Clios, Cannes Lions, and the Jay Chiat Award for Strategic Excellence. His academic credentials include an MBA from New York University. Whenever possible, Stephen guest lectures on brand and reputation at Universities across the US, such as Northeastern, Michigan State, and NYU. He is often cited as a reputation expert and has been quoted in leading business media such as Forbes WSJ, CNBC, NPR, and Bloomberg.