



Gerard Braud (Jared Bro) is an international coach, trainer, author and speaker, who has worked with organizations on five continents. Known as the guy to call when it hits the fan, he is widely regarded as an expert in crisis communications and media issues.

Gerard Braud has been active in the field of communications since 1979. For 15 years, he worked in print, radio and television as a front line journalist, on the scene of every type of disaster imaginable. His affiliate reports have been seen around the world on NBC, CBS, CNN and the BBC.

Since 1994 Gerard Braud has specialized in helping organizations communicate more effectively through media training, crisis communications plans, and employee-manager training.

Following the events of September 11th, he was commissioned to write the crisis communication plan for the Internal Revenue Service and its 800 offices across America. His plans are also used by the Library of Congress, the U.S. Army Missile Defense Command, numerous city, state and county governments, international corporations, national retailers, national and global non-profits, hospitals, and numerous schools and universities.

Gerard has a gift for foreseeing and predicting crises before they happen. Fifteen years before Hurricane Katrina, he predicted the catastrophic destruction that would befall New Orleans through a series of award winning reports called, "When the Big One Hits." For 2 years prior to the Virginia Tech shootings of 2007, Gerard warned that the crisis communications plans at most universities were insufficient and would fail when they were needed most.

Gerard has a B.A. in Journalism from Louisiana Tech University. He is also a Fellow of Environmental Communic...

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Speech Topics

- ▮ Social Media
- ▮ Leadership
- ▮ Crisis Management
- ▮ Communication Skills

