

Joe Slay

Principal, Slay Communications



Joe Slay founded and led for 26 years an award-winning national public relations firm, before creating Slay Communications, an independent consultancy, in 2008. A graduate of Washington and Lee University in Lexington, Virginia, he was a reporter and editor on publications in Virginia and in Western Canada. He has applied his interviewing and writing skills for the Leadership Council on Legal Diversity since 2009.

Slay has led marketing and communications workshops for *Adweek* magazine's renowned seminar series in New York, Los Angeles, Chicago, Dallas, and Atlanta. He is a member of the Virginia Communications Hall of Fame and a winner of the Thomas Jefferson Award for Public Relations. His client roster has included Areva (nuclear power), Braun, Howard Hughes Medical Institute, Hunton & Williams, McGuireWoods, Maserati, Motorola, National Foundation for Women Business Owners, New York City Economic Development Corporation, Saab, Target Stores, United States Virgin Islands, University of Virginia, and Wrangler jeans.

Slay is Co-Founder and Chair of the board of FightSMA, a nonprofit organization which has raised nearly \$8 million for research to defeat the childhood neuromuscular disease, spinal muscular atrophy (SMA). FightSMA has funded 45 research institutions in five countries.



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