



Keith Burton
Principal & Founder
Grayson Emmett Partners

For more than two decades, Keith has been recognized as one of the world's leading global practitioners in corporate communications, crisis communications and strategic employee engagement.

He formed Grayson Emmett Partners in 2014. Prior to creating his own consultancy, he was a Partner with Brunswick Group, New York and London, and led a global group of practitioners focused exclusively on improving organizational performance by building employee trust, advancing internal communication as a strategic discipline, and helping drive change at many of the world's leading corporations.

Keith founded and served as President of Insideedge, a leading employee communication consultancy supporting major agencies in the Interpublic Group (IPG) of Companies, from 1991 until 2012. He also served as a senior executive leader with Golin, Hill+Knowlton and Ketchum.

During his professional career, Keith has worked with companies in virtually every major industry sector and served such clients as Amazon, American Airlines, Covidien, ExxonMobil, Facebook, FedEx, GlaxoSmithKline, Georgia-Pacific Corp., IBM Corp., Janssen Pharmaceuticals, Johnson & Johnson, NASA, National Bank of Abu Dhabi (NBAD), NATO, Tenneco, Tyson Foods and Visa International.

Keith was an Algur H. Meadows Fellow at Southern Methodist University, where he earned a master of fine arts degree in mass communication and a bachelor of fine arts in journalism. He serves on the Board of Advisors and is Chairman of The Plank Center for Leadership in Public Relations at the University of Alabama at Tuscaloosa. He also serves as a Trustee and is Past Chair of the Commission on Organizational Communication for the Institute for Public Relations.

He also has served as an executive-in-residence in the IMC program at the Medill School, Northwestern University, in Evanston, Ill., and lectures regularly at Syracuse University, the University of Alabama, the Annenberg School at USC and several other major universities.