



apcoSM





APCO is a global advisory and advocacy firm helping clients navigate a complex world and create lasting impact. We are the trusted and strategic advisers, consultants and creators to some of the world's leading corporations, foundations and governments, and to the bold leaders and organizations that can't afford to fail.



MARGERY KRAUS
Founder & Executive Chair



BRAD STAPLES
Chief Executive Officer



Today's leaders and organizations are grappling with greater divisions and contradictions that present barriers to change and lasting impact.



APCO has been instrumental in crafting creative and impactful programs for The UPS Foundation, which are helping millions of underserved and people in crisis throughout the world.

— **Eduardo Martinez**

Former President, The UPS Foundation

By bringing diverse stakeholders and ideas together, inspiring confidence and working beyond traditional boundaries, APCO builds the un/common ground upon which progress is made.



Building un/common ground means:

**Anticipating
the future
while always
ready for the
unforeseen.**



Since our work together began in 2013, our APCO partners became fluent in our culture and helped us translate it in our most critical moments ... APCO's counsel enabled our success in the American market.

— Lars Petersson

Former President, IKEA USA

Our work, which reinforces the company's leadership position as a purpose-driven retailer, has helped IKEA grow its market share more than 44% over the course of our 10+ years long partnership.

Services & Capabilities

As strategic advisers, creators and trusted partners, we take ideas from inception to successful outcomes. We stand closely with our clients, provide honest assessment, a plan of action and a commitment to perpetual evolution by mobilizing our global relationships, expertise, resources and more than four decades of experience.

- / Advocacy Campaigns
- / Capital Markets
- / Change & Transformation
- / Climate & Biodiversity
- / Competition & M&A
- / Corporate Communication
- / Creative Strategy & Design
- / Crisis, Issues & Litigation
- / Executive Positioning
- / Geo-Commerce & Risk
- / Integrated Media
- / Internal Culture & Engagement
- / Public Affairs & Government Relations
- / Reputation & Brand Management
- / Research, Analytics & Measurement
- / Social Impact & ESG
- / Strategic Partnerships & Global Engagement

Client Sector Expertise

We are deeply committed to investing in, anticipating and addressing the unique issues and opportunities our clients are facing. The primary focus and capability of our teams are in financial, competitive, political and societal issues; championing our clients' interests and permission to operate; and building reputations and strengthening their standing.

- / Energy
- / Financial
- / Food, Consumer Products & Retail
- / Government
- / Health
- / Learning & Education
- / Nonprofit
- / Technology, Media & Telecom
- / Transportation & Infrastructure



APCO was able to help me, the Ministry of Finance and the government of Ukraine overall to communicate to the market just what a complex situation we were facing in-country.

— **Natalie Jaresko**

Former Minister of Finance
for Ukraine

As advisers to the Minister of Ukraine, APCO raised the international profile of Ukraine and the Minister, rescuing the country from the threat of economic collapse. Our continuing work with the administration informs the views of influential stakeholders around the world on the Ukraine crisis.

Building un/common ground means:

Meeting the
demands of
some **and**
the dreams
of others.

What sets APCO apart is the same thing that brings us together.



Connection

Clients and partners often tell us that building relationships and connections is an APCO super power. This is in part due to our global mindset and local roots, International Advisory Council, and our colleague and Alumni communities, all of which contribute to a richly capable and connected culture that delivers for our clients.

Collaboration

Collaboration is one of those things that is easy to say, and yet hard to do. We believe and invest in a diversity of thought and perspective, harnessing new tools, technology and personal interaction to work more closely together across functions, cultures and teams. Like pieces of a puzzle, the challenges of a complex world make more sense when we work together.

Confidence

Confidence makes it possible to do what needs to be done, or what's never been done before when you can't afford to fail. Our clients take great confidence from our 40 years of experience and proven capability, and in our team's strength of character. They have the passion, wisdom, compass, and tenacity to see things through, above and beyond a brief.

Common Ground

Our clients need to serve the interests of stakeholders and shareholders alike, and both the organizations they serve and the societies in which they operate. We believe in bringing divergent forces and objectives together with a shared sense of purpose and outcome—to find common ground and build coalitions that advance client objectives and propel progress.



Celebrating APCO's 40th Anniversary

What began in 1984 with the vision and bold action of Margery Kraus, has grown into an independent, majority women-owned firm of more than 1200 employees working in 80 markets around the world.

Building un/common ground means:

**Making an
ever-lasting
impact in an
ever-changing
world.**

We'd love to hear from you, and to talk about ways APCO can help your business or organization meet the challenges and opportunities ahead.

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Case
Studies



Corporate
Responsibility



People
& Careers

building un/common groundSM