



## **CARLA MICHELOTTI**

**Executive Vice-President,**

**General Counsel,**

**Leo Burnett Worldwide**

**35 West Wacker Dr.**

**Chicago, Illinois 60601**

**(312) 220-5959**

**[Carla.michelotti@publicisgroupe.com](mailto:Carla.michelotti@publicisgroupe.com)**

**[www.leoburnett.com](http://www.leoburnett.com)**

### ***Description of Practice:***

As executive vice president/general counsel and director of government affairs for Leo Burnett Worldwide, Carla Michelotti has legal responsibility for a network that encompasses more than 200 operating units in more than 80 countries. Carla manages all legal and governmental affairs for the agency, being responsible for a range of issues including all advertising related issues; entertainment negotiations, litigation; compliance; and governmental affairs. Carla joined Leo Burnett in 1979, after working as an attorney with Jewel Companies, Inc. She was elected an executive vice president in 1997, and became General Counsel of Leo Burnett Worldwide and a member of the Leo Burnett's U.S.A.'s Board of Directors in 1999.

### ***Professional and Volunteer Activities:***

Until July 2004, Carla served as chairman of the American Advertising Federation and currently continues as the chairman of the AAF Government Affairs Committee. She also serves as vice president, self-regulation of the International Advertising Association. She served as the National Chairman of the industry's self-regulatory arm, the National Advertising Review Council from 2000-2003. She is an active member of, or has served as a board member of the American Association of Advertising Agencies, the United States Council for International Business, the Economic Club of Chicago, the Chicago Advertising Club, Junior Achievement of Chicago and the House of the Good Shepherd. She is a past Chairman of the Young Lawyers for the Illinois State Bar Association, and continues as a member of various Chicago, Illinois, and American Bar Association committees, as well as being a member of the Justinian Society of Lawyers. Carla was asked to join the Chicago Network in 2003, and on July 15, 2003, the Women's Advertising Club of Chicago awarded Carla the 2003 Advertising Woman of the Year Award, which marked the first time an attorney had been honored by the 86-year old Chicago club. Most recently, DePaul University recently awarded Carla the 2004 DePaul University College of Law Outstanding Service to the Profession Award.

### ***Education:***

J.D., cum laude, DePaul University

B.A., magna cum laude, (Political Science), DePaul University

***Best Professional Advice –Either Given or Received:***

Carla says that the best advice she received was from her mother: “always tell the truth” and “do the right.” While she admits that this advice may seem elementary to some, Carla believes that passing this on to lawyers yet today is still good advice. It is necessary and right to focus on the “honest” and to determine in every situation what the “right” thing is to do. Not to do so only can make a bad situation worse.

***Proudest Professional Accomplishment:***

While Carla believes that all worthy accomplishments are necessarily “collective/team” efforts, she is most proud of being elected to and her work as chairman of two key industry groups: the National Advertising Review Counsel and of The American Advertising Federation.

***Funniest Moment in Law:***

While Carla really believes that her “funniest” and probably “most fun” professional moments are as a result of working with the Leo Burnett creatives, she thinks her truly “funniest” moment “in law” may have been at her own wedding reception. Carla met her husband, a former Hollywood celebrity agent with ICM, while debating over the terms of a talent contract. Needless to say, both parties still disagreed on certain contractual points. At her wedding reception, Carla’s husband, during his toast, raised his glass and began to tell the story of how he had met Carla, and in doing so was really “making his case” to the guests. Carla, as the bride and lawyer, was placed in the position of standing to “also toast” to present the “other” side to the guests. “I had to stand up, in my wedding dress, to defend my position.” It was all really funny, and totally over an issue of contract law! Despite this disagreement, the union has remained intact.