

# Cara O' Brien

## Education

MA International Business, The George Washington University

BA International Relations, Lehigh University



## Senior Managing Director

Hong Kong

+852 3768 4537 direct

cara.obrien@fticonsulting.com

Cara O' Brien is a Senior Managing Director in the Strategic Communications practice of FTI Consulting and she is based in the Hong Kong office. As a financial communications specialist, Ms. O' Brien has designed numerous investor relations and reputation management programmes and has directed various IPOs, M&A transactions, and bankruptcies and restructurings. She has also managed a number of high-profile crisis situations involving executive indictment and imprisonment, product liability issues, management terminations, shareholder activism, and proxy fights. Many client programmes that Ms. O' Brien has helped execute have won industry awards, including Best Investor Relations Programme, Best Financial Communications Programme, and Best IPO.

Ms. O' Brien relocated to Hong Kong in 2011 to help lead cross-border financial communications programmes for clients located in the Asia Pacific region. Her prior positions in the Strategic Communications practice include general manager of the New York office, deputy director of the U.S. Capital Markets Communications practice, and managing director of the U.S. Retail & Consumer sector.

Ms. O' Brien has acted as an advisor for high-profile companies including The Estée Lauder Companies, Chiquita Brands International, Steven Madden, Ltd., Nestlé, and Movado. Ms. O' Brien has worked with a number of Chinese companies such as Li & Fung, UTStarcom, Autohome,

China XD, Home Inns, Sihuan Pharmaceutical, and Yongye International. Her transaction experience includes Autohome's IPO, Dollar General Corporation's IPO, Lumber Liquidator's IPO, Walgreen's acquisition of Duane Reade, and The Children's Place acquisition of the Disney Store. Her bankruptcy communications experience includes the Chapter 11 filings of Vertis Communications, Circuit City, and the Disney Store subsidiary of The Children's Place, as well as the restructurings of Pacnet, North Pacific, Westwood One, and others.

Prior to joining FTI Consulting in 2000, Ms. O' Brien was in Investment Banking and Commercial Banking as a member of the Project Finance teams at Credit Suisse First Boston and Credit Suisse. Ms. O' Brien holds an MA in International Business from The George Washington University and graduated from Lehigh University with a BA in International Relations.