



Grupp Global Partners
Communications | Management | Solutions

Robert W. Grupp

Robert Grupp is President at Grupp Global Partners LLC, a management consultancy with a strategic focus on corporate communications and international public relations.

He also serves as Director of the Master of Arts in Mass Communications graduate program in [Global Strategic Communications](#) in the College of Journalism and Communications at the University of Florida. He currently teaches the Capstone Course in the GSC program and serves on the College's Public Relations Advisory Council.

Previously, Grupp was President and CEO of The Institute for Public Relations, which is co-located in the College in Gainesville. He served on the Board of Trustees of this independent non-profit for eight years.

Grupp has been active in higher education and serves on the Public Relations Advisory Council for the Fulbright Scholar Program of the United States Department of State, administered by the Institute of International Education. He also serves on the Advisory Board for the biannual International Public Relations Summit in Indonesia, and he is a long-time advisor to the China International Public Relations Association (CIPRA) in Beijing.

For three decades, Grupp led communications teams and managed public affairs in corporations, multi-national organizations and non-profit institutions. From 2001-2008, Grupp served as Vice President of Corporate and Public Affairs at Cephalon, Inc. an international biopharmaceutical company. Grupp also held leadership positions in corporate communication at Eli Lilly and Company, Dow Corning Corporation and Consumers Energy.

Grupp chairs annual [Summits on Strategic Communications](#) in Washington, D.C. and in London. These popular professional conferences—held consecutively for the past six years—focus on sharing best practices in corporate, military and government communications and public affairs.

Grupp travels extensively throughout the world lecturing on global strategic communications, public diplomacy and public relations strategy and practice. He is past president of the International Public Relations Association (IPRA) and co-chaired the IPRA Public Relations World Congress in Beijing with Li Daoyu, former Chinese ambassador to the United States.

Earlier in his career, he served as editor for daily newspapers in Florida and Illinois, and he received the prestigious National Headliner Award for excellence in journalism.

Grupp received his Bachelor's Degree in journalism from Southern Illinois University. He is an accredited member and past chapter president in the Public Relations Society of America, and he is a member of the Arthur W. Page Society.

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