

**Profile** *Adjunct Associate Professor of Management Communication at New York University Stern School of Business teaching undergraduates and MBA students since 2007*

*More than 40 years of media and corporate communications consulting experience working internationally with multinational companies and brands*

**Education** J.D. New York University School of Law  
B.S.J. Northwestern University Medill School of Journalism

**Teaching Experience** New York University Stern School of Business (2007 to Present)  
Department of Management Communication  
Undergraduate: Organizational Communication and its Social Context  
Graduate: Management Communication, Business Communication  
Guest Lecturer: Crisis Management, Corporate Reputation, Social Impact

University of Miami (1993-94)  
School of Communication -Undergraduate: Public Relations and Society

Copenhagen Business School (2014-2019)  
International Summer University Program - Guest Lecturer

**Professional Employment** **Founder and Chairman, JeffreyGroup (1993 – 2024)**  
During a decades-long professional career, he was an executive at a number of leading corporate communications agencies and founded his own international corporate communications consulting firm, JeffreyGroup, in 1993. Under his leadership, JeffreyGroup grew to more than 350 employees in multiple countries providing multinational corporations and global brands with a full range of communications services. During his consulting career, Professor Sharlach advised numerous Fortune 500 companies and C-Suite executives on both internal and external communication matters, specializing in social impact initiatives, crisis management and employee relations. JeffreyGroup was acquired in 2022 and today operates as a wholly-owned subsidiary of WPP.

**Prior Positions** Executive Vice President, Rowland Worldwide, Saatchi & Saatchi, N.Y. (1988-1993)  
Various Positions: Carl Byoir & Associates, Burson-Marsteller, Hill and Knowlton  
Writer and Producer, WINS Newsradio, 1010, New York  
Reporter, Gannett Westchester Rockland Newspapers

Regularly interviewed and featured in national general market and industry publications.  
Industry expert commentary for Associated Press, ABC News, CNN, Huffington Post and others.