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Mr. Meyer is a senior consultant in Segal's Segal Benz communications practice with over 25 years of strategic communications consulting experience. He provides trusted advice to clients on a wide range of issues using an array of media. Mr. Meyer works with Segal's multiemployer clients in a number of industries, including carpenters, communications workers, electrical workers, ironworkers, laborers, machinists, musicians, painters, plumbers, operating engineers, service employees, sheet metal workers, teamsters, transit workers and united food and commercial workers, as well as clients in the public sector and corporate markets. He has helped clients develop and implement communications strategies for explaining major plan changes, including working with funds applying for Multiemployer Pension Reform Act (MPRA) relief, as well as developing brand identities, websites, print campaigns, social media campaigns and videos. Prior to joining Segal, Mr. Meyer provided strategic communications, research and planning consulting for local, regional and national unions, benefit funds and affiliated organizations. His experience includes developing public image and branding campaigns; performing organizational analyses to develop strategic plans, organizational goals, resource allocation, and strategies for growth and membership mobilization; creating design websites; creating and analyzing polls and leading focus groups; and developing e-advocacy strategies and campaigns. Mr. Meyer has researched and written position papers, policy briefs, speeches and op-ed pieces on topics including international health care and pension systems, economic development, labor law, immigration and international trade. He has been a presenter at the International Foundation of Employee Benefit Plans (IFEBC) Annual Employee Benefits Conference, Segal's New York Fund Administrators Seminar and the Chicago Area Administrators Summit, and has been published in *Benefits Magazine*, an International Foundation publication. Mr. Meyer holds a bachelor of science degree in industrial and labor relations from Cornell University and a master of public policy degree from the Harvard University John F. Kennedy School of Government.