

Adiya Mobley (She/Her)

SVP and partner, FleishmanHillard;  
**global practice co-lead, True MOSAIC**

Adiya Mobley is a partner at FleishmanHillard with nearly 15 years of experience leading reputation management programs for some of the world's most respected brands. Her expertise lies at the intersection of values-led corporate strategy, internal communications, brand transformation, foundational narrative development (TRUE Self certified), issues management and crisis response in context to helping clients make corporate decisions amidst new stakeholder expectations. Currently, Adiya is Global Practice Co-Lead of True MOSAIC, FleishmanHillard's diversity, equity, and inclusion (DE&I) communications capability, servicing 100+ clients and providing mentorship in support of 120+ counselors by fostering an environment of leadership, growth, and community, in addition to serving as the client relationship manager for many well-known brands.

In 2021, Adiya was appointed to FleishmanHillard's leadership Cabinet that drives the firm's business transformation strategy. Adiya also is a member of FleishmanHillard's COVID-19 Taskforce where she develops points of views and provides strategic counsel for corporate leaders seeking to navigate the ever-evolving COVID-19 pandemic and is also a member of the DE&I Taskforce helping to drive diversity, equity, and inclusion at the center of FleishmanHillard's business strategy.

Adiya's passion for service is rooted in her purpose and stems from a tradition of community activism which she learned from the rearing of her family in Atlantic City, NJ and her village of educators and mentors. In 2008, Adiya earned a Bachelor of Arts degree in Advertising and a Bachelor of Arts in Public Relations with a minor in African American Studies from Rowan University.