

Subject Matter Elevates Nicole Cornish to CEO
Cornish to Oversee Rapidly Growing Creative Advocacy Agency

Washington, DC – February 3, 2021 – Subject Matter announced that Nicole Cornish, President & COO, will ascend to the position of CEO, effective immediately. Cornish was recruited to Subject Matter in 2017 to establish professional financial and administrative structure for the then-recently combined firm. She has since provided steady leadership integral to delivering record growth and a differentiated business strategy.

In 2020, Cornish led the firm in navigating its pandemic response and guiding a dynamic and creative workforce through broader social and cultural challenges. Cornish, an agency veteran, joined Subject Matter from Burson-Marsteller and Direct Impact, where she held a number of leadership positions, including U.S. Chief Operating Officer.

“There is no one better prepared or qualified to take the reins of Subject Matter as CEO than Nicole,” said Paul Frick, co-founder. “She has helped what once was two founder-led organizations evolve into one integrated firm and design a path for long-term sustainability and success.”

“I look forward to this next chapter at Subject Matter, to leading our team of creative professionals helping clients influence positive change for their organizations, their stakeholders and our communities. I’m also laser-focused on harnessing this energy to make Subject Matter a firm where our current employees, and future colleagues, can build a long-term career, not just a job for today,” said Cornish.

John Buckley, who joined the firm in 2016 as CEO to steer the integration of Home Front and Elmendorf Ryan Strategies into Subject Matter, steps down having established a strong foundation for future growth and leadership. He remains a Senior Advisor to providing guidance through this transition, assisting with clients and pursuing business development opportunities.

"The past four years as CEO of Subject Matter have been a career highlight, which began exactly 40 years ago this month when I started as press secretary on a governor’s race. I have never worked with a smarter, more creative, or fundamentally decent team of people, and I'm proud of what we've built together," said Buckley.

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Subject Matter is a multifaceted creative advocacy firm; collaboration is integral to our success. Our full team comprises of experienced strategists, writers, media relations pros, designers, advertising experts, filmmakers and lobbyists. We call what we do Creative Advocacy. We help our clients shape the message environment, move public opinion and enhance and defend their reputation. By unifying communications and government relations, we spur action — in Washington, on Main Street and everywhere in between.