



Wisconsin Public Utility Institute
UNIVERSITY OF WISCONSIN-MADISON



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Based in Edelman's Chicago office, Matt Coldagelli is a senior vice president in the crisis and risk practice and is the U.S. lead for Edelman's issues work in the Food and Beverage sector. Matt is a 10-year agency veteran, with a focus on food, foodservice, agriculture, food science, and agribusiness. From foodborne and animal disease outbreaks to product recalls to animal rights activists, Matt has been engaged at every part of the food supply chain helping leading commodities, ingredient companies, restaurant chains, and CPG companies prepare for issues and manage crisis scenarios. Over his time at Edelman, Matt has also spent time in the brand and corporate affairs practice and has additional extensive experience in sectors including higher education and manufacturing. Before joining Edelman, Matt was a TV and radio journalist with his most recent stop being central Illinois' Champaign-Decatur-Springfield market. This background continues to serve him well as one of Edelman's media trainers. Matt graduated from the University of Illinois Urbana-Champaign with a degree in broadcast journalism.