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Aaron Carlson consults with clients in preparing for and handling urgent or critical communication scenarios that result from data breaches, recalls and major corporate announcements. Carlson has overseen several high-profile data breach and recall projects involving Fortune 500 companies in the financial services, retail and food industries. Carlson has more than three years of experience at Fortune 500 companies advising clients in the high-tech/data recovery industry.

Prior to joining Rust, Carlson spent over 12 years consulting with companies in the technology, marketing and e-commerce sectors.

Carlson, his wife and children live in St. Paul, Minnesota. They are active in school, youth sports and church activities.

PROFESSIONAL ACTIVITIES

- Member, International Association of Privacy Professionals (IAPP)

EDUCATION

- B.A. in business administration, University of Montana, Missoula

“WE TAKE PRIDE IN HELPING CLIENTS SUCCESSFULLY NAVIGATE SITUATIONS THAT CAN IMPACT THEIR CUSTOMER BASE. WHEN CLIENTS ARE IN CRISIS, WE ARE ALL HANDS ON DECK TO SUPPORT THEM.”