

About Weigandt Communications and Elizabeth Weigandt

Elizabeth Weigandt is one of the most experienced and seasoned public relations professionals in metro Detroit specializing in reputation management and crisis communication. Weigandt has led large and small organizations through some of their biggest challenges, helping their leaders shape their message and navigate local, national and global media. A graduate of Michigan State University's Sociology Department with honors (1995) specializing in media studies and culture, Weigandt is known for approaching client challenges with data-driven insights while factoring in ever-changing cultural and social trends.

At Ford Motor Company, Weigandt led the announcements of over 100 safety recalls involving millions of vehicles and addressed consumer concerns regarding deadly Takata airbags and exhaust odors in the popular Ford Explorer. At the Detroit Symphony Orchestra, she led communication on behalf of the management team during the orchestra's divisive six-month-long strike in 2010-11. From 2001-08, she led communications on behalf of the North American International Auto Show. In 2019, she led communications for FIRM Real Estate in its publicized disagreement with Eastern Market's Russell Street Deli and in 2020 she led the incredibly successful grassroots campaign for Detroit City Distillery's "Paczki Day Vodka," driving large crowds in attendance at the launch and a sell-out of the product in just four and a half hours.