



Yale SCHOOL OF MANAGEMENT

Program on Financial Stability

Lessons Learned Oral History Project

Jack Gutt

The Yale Program on Financial Stability (YPFS) interviewed Jack Gutt regarding his time at the Federal Reserve Bank of New York (FRBNY) during the Global Financial Crisis. Gutt was charged with supporting the development of a communications strategy relating to the rescue of American International Group (AIG).

Gutt joined the FRBNY as Vice President of media relations and public affairs in September 2009 to oversee communications related to the FRBNY's AIG efforts. On September 16, 2008, the FRBNY announced an \$85 billion revolving credit facility for American International Group (AIG). In total the FRBNY and Treasury would extend \$182B to AIG, the most expensive rescue of a single company. The Fed exited its investment in AIG on January 14, 2011.

Gutt draws on 18 years of experience advising governments, non-profits, and other global organizations on crisis management, media strategy and public affairs. He was a director in the public relations firm Kreab Gavin Anderson. Prior to that, he was a managing director at the firm Financial Dynamics and a founding partner of The Vistance Group LLC.

Presently, Gutt holds the roles of Executive Vice President and Head of the Communications and Outreach Group with the FRBNY, and services on the Bank's executive committee.

[Full Interview Transcript](#)

[Lesson Learned Summary](#)