

# Public Relations

**BGR PR** is a full-service communications shop that tells our clients' stories in compelling fashion – and gets results – across all platforms. We apply rigorous research and analytics to create bespoke, integrated strategies for traditional and digital platforms.

BGR PR excels at creating and implementing short-term and sustained advocacy campaigns, targeting key media members, influencers, and decision-makers. We devise strategies to reach specific goals and select appropriate, high-impact tactics to deliver messages to the right audiences in the media, on Capitol Hill and back home.

Senior-level BGR team members work hand-in-hand with clients and their lobbyists.

When a crisis hits, BGR assesses the situation and recommends solutions to retrieve control of the narrative. Even before a crisis, BGR can help design and implement a crisis communications plan that can be executed when bad news materializes.

BGR's robust online and social media practice offers services ranging from web development to day-to-day operations. We produce measurable results and make sure our clients are engaged online. We compose every variation of online and social media content: videos, photographs, email newsletters, podcasts and informational graphics – the bumper stickers of our time. We reach exactly who you want when you want to reach them – through careful targeting.

BGR can also create sharp online ads and alter them in real-time, depending on who's clicking. Along the way, we provide a dashboard of the results with precise metrics. The guessing game of who's listening is over. We design – and deliver – with full transparency. That's the beauty and power of online communications.

## PRACTICE HEAD



BGR PR PRESIDENT  
**JEFF BIRNBAUM**  
[jbirnbaum@bgrpr.com](mailto:jbirnbaum@bgrpr.com)

Jeff leads the Public Relations practice. An award-winning journalist, he worked for several of the premier news outlets in the United States. Jeff and his team have advised trade associations, multinational corporations, coalitions and foreign governments since 2010. He has helped run issue campaigns, design and buy digital advertisements, manage coalitions, introduce new trade association CEOs, and protect clients' reputations during crises.

## Public Relations Team



PRINCIPAL  
**FRANK AHRENS**  
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Frank works with individuals, corporations and governments to improve their online profiles by creating print, digital and video content and deploying the latest SEO tactics. He helps clients land high-profile op-ed placement, score coveted TV news show bookings and win Page 1 of Google search – an indispensable skill when crisis hits.



CHIEF OF MARKETING  
AND ENGAGEMENT &  
PRINCIPAL  
**JO MANEY**  
jmaney@bgrpr.com

Jo applies her insider knowledge of Congress and strategic communications to assist BGR's clients in dealing with crises and disseminating key messages to the media and public. Prior to joining BGR, Jo served as the longtime Communications Director for the House Rules Committee. She provided strategic advice to members of Congress and staff and interacted daily with national and international television, print, online and radio reporters. She also serves as President of the BGR Foundation.



PRINCIPAL  
**MAYA SEIDEN**  
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Maya leads BGR's International practice. She has previously served in senior positions at the White House, Energy Department and State Department including as Chief of Staff to the Deputy Secretary of State for Management and Resources. She also managed operations at New York University and executed corporate strategy at Blackrock, establishing the company's first federal advocacy effort.



PRINCIPAL &  
TEXAS DIRECTOR  
**JERRY STRICKLAND**  
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Jerry leads BGR's Austin Texas office. He brings extensive experience in economic development initiatives, management of coalitions, and state and federal advocacy efforts. Prior to joining BGR, Jerry served as Governor Greg Abbott's appointee to lead the Texas Office of State-Federal Relations, where he ran Texas's federal affairs office and was the lead advisor to the Governor on federal issues. In this role, he provided advocacy, counsel, and direction to the Governor, members of the Texas Congressional delegation, relevant Congressional committees and the White House.



MANAGING DIRECTOR  
**DAVID URBAN**  
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David has more than three decades of experience in the military, law, business, politics and public service sectors. David provides strategic advice and counsel to BGR clients throughout the firm. As a former Senate Chief of Staff to former Senator Arlen Specter, a prominent member of the Appropriations and Judiciary Committees, he also has extensive knowledge of the Congressional appropriations process.



SENIOR DIRECTOR  
**DAVID FERGUSON**  
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David Ferguson draws on his expertise as a digital strategist to help clients design and implement issue advocacy and grassroots mobilization campaigns. From 2016 until 2022, his company, Ferguson & Associates, worked with businesses, trade associations, and non-profits to advance their public policy priorities with three presidential administrations, more than 80 U.S. Senate offices, countless offices in the U.S. House of Representatives, and state legislatures.



DIGITAL DIRECTOR  
**LIZ FONTAINE**  
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As digital director, Liz focuses on helping clients increase and improve their digital presence. This includes changing the clients' narratives online, boosting their social media reach and revamping websites to promote clients' presence in their sectors. Before joining BGR, Liz served as director of communications and programming at the McCain Institute for International Leadership in Washington, D.C.



SENIOR ASSOCIATE  
**ALEX ELLIS**  
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Alex works with individuals, corporations, trade associations and foreign governments to create and implement integrated public relations strategies that support each client's unique goals. He regularly monitors political media, industry specific publications and the general news media both in the U.S. and abroad to identify opportunities, as well as emerging risks, for clients. In addition, Alex works with clients to manage their reputations during crisis situations.



POLICY ANALYST  
**ANNA SULLIVAN**  
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Anna provides in-depth research, graphic design and branding, and written and digital content support to clients of the firm. In addition, Anna supports the team in managing large-scale, long-term projects. Prior to joining BGR, Anna held positions with U.S. Senator Amy Klobuchar, the Biden for President campaign, and Bricks to Bread International in Costa Rica.



POLICY ANALYST  
**SKYLAR RUBIN**  
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Skylar specializes in graphic design, branding, digital content creation, and website management, offering support to both BGR and the firm's clients. With a background in strategic communications and experience interning on Capitol Hill, Skylar brings a unique blend of communications skills and knowledge of policy to the team.