

BRENT GILROY

Public Affairs Communications Counselor

During two decades working in Washington, Brent Gilroy has dealt with a diverse array of issues in a wide range of business sectors. He has been a manager or key member of teams providing strategic counsel and tactical execution for public affairs and other communications programs, large and small.

As an independent public affairs counselor – and during 11 years with major communications agencies Burson-Marsteller, Powell Tate, and Hill & Knowlton – Brent has worked in fields such as transportation, national defense, aerospace, international trade, high technology, biotechnology and the environment. Much of his work has involved integrated teams of government affairs and communications professionals, along with specialists in coalition building, presentation training and creative execution/advertising.

Brent's key experience includes:

- Day-to-day coordination of a \$4 million annual effort to help the Government of Mexico win support within the U.S. for the North American Free Trade Agreement (NAFTA).
- Helping coordinate crisis management and communications for a European aircraft manufacturer following its first major accident in the U.S.
- Working with a major health care trade association to develop a Web site devoted to public policy issues affecting health care insurance coverage. This included working with a wide range of third parties to bring diverse news and viewpoints to the site.
- Helping a coalition of technology companies build support for passage of state legislation designed to facilitate electronic commerce.
- Working with a major U.S. pharmaceutical company to win public acceptance of one of the first major agricultural products developed through biotechnology.
- Coordinating ally development activities for several cross-industry coalitions, including one to expand international airline service.
- Providing media relations counsel to a major retailer after it was the subject of a scathing expose by a TV network news program.
- Helping a Washington-based publisher reposition itself as a key source for news related to the U.S. Congress, and as a key advertising vehicle for those with interest in pending legislation.
- Coordinating development of written materials for clients – including statements and news releases, white papers, op-eds, speeches, brochures, talking points and content for Internet sites.

From 1985 until 1989, Brent served as administrative assistant and press secretary for U.S. Rep. George (Buddy) Darden of Georgia. Prior to coming to Washington, Brent was a newspaper reporter and editor in Georgia and South Carolina, and also edited trade journals. He is a graduate of Georgia State University.