

CARA TOWNSEND

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SUMMARY

Strategic government affairs professional with 18 years of experience in public policy, communications, legislative strategy, and fundraising. Combining deep industry knowledge with campaign development, product launch, and leadership training.

- Strong relationship development and collaboration skills
- Productive, self-starting individual with communications and business development experience
- Expert trainer of government and political leaders
- Proven experience developing and executing target market strategies and pursuits
- Demonstrated ability to make sound decisions while coordinating multiple project, programs, variables and priorities
- Proven experience in policy development, legislative strategy, and community outreach
- Active-listening and negotiation skills

EXPERIENCE

Townsend Enterprises, Greensboro, NC and Washington, D.C., 2005–Present

Consultant

- Consult for corporate and specialty organizations, communicating with Federal and State legislators on business development, product management, and training initiatives
- Researched, established, and sustained positive key decision-maker and decision-influencer relationships within State and Federal government
- Work with the Administration and Members of Congress to achieve legislative goals through analysis of legislative data and policy briefings
- Develop communication strategies in collaboration with third-party groups (e.g., institutional investors, board of directors, legislative coalitions, trade associations) ensuring alignment with business objectives

Major Projects:

- Daily duties include advising on business development including proactively suggesting potential projects
- Promoting client's mission to Congress and the White House, securing appropriations for initiatives, analyzing and developing policy, educating clients on Federal & State operations, and business development strategy
- Assisting the Red Dome Group in training candidates seeking office from school board to U.S. Senate

Office of Governor Pat McCrory, Raleigh, NC

Policy Analyst

- Briefed Governor on policy issues pertaining to: transportation, education, health care, emergency management, Medicaid, public safety, labor, energy, environment, economic development, veterans, military, regulatory reform, seniors, women, and agriculture
- Developed relationships with legislators, community leaders, and constituents to determine policy objectives for North Carolina
- Represented the Governor at National Governors Association policy academies, community meetings, media interviews, and at local, state, and national functions
- Worked with all department legislative liaisons to ensure appropriate messaging and policy goals were implemented
- Worked effectively under the pressure of tight time frames and rigid deadlines

Major projects

- Advised the Governor on a bi-weekly basis of all impending legislation. Required strategic thinking, detailed research, and political acumen
- Worked with individual legislators on policy strategy for individual bills
- Continuously tracked legislation and identified bills that could be of importance to the Administration, while intervening with those that were in conflict with Administration objectives
- Guided the legislative liaisons at respective agencies, ensuring that the Governor's message stayed on-point
- Advised the community on Governor's task forces. Large focus areas included transportation, health care, energy, public safety, aging, early education, and reentry initiatives

U.S. Department of the Interior, Washington, D.C., 2005

Presidential Appointee, Congressional Affairs Liaison

- Acted as a liaison between the Administration and Congress to help achieve legislative objectives, prepare testimony, and brief Congressional staff.
- Briefed Capitol Hill legislators and staff on key legislation, hearings, and upcoming Interior events

55th Presidential Inaugural Committee, Washington, D.C., 2004-2005

Congressional Liaison

- Advised Congress on all issues pertaining to planning the Presidential Inauguration
- Provided assistance and direction to all VIP's and White House personnel

Bush-Cheney 04' Campaign, St. Louis, MO, 2004

Missouri Press and Events Advisor

- Conducted media interviews for White House officials, Governors, and Cabinet Secretaries
- Drafted strategic talking points, press releases, and campaign materials

Dutko Group Worldwide, Washington, D.C., 2003-2004

Associate

- Cultivated business development for a diverse clientele to include: The World Trade Center Property Management Group, Continuum Health Partners, the New York Association of Proprietary Colleges, AMDec Center on Bio-defense, the National Food Processors, and the National Troopers Association
- Worked with Federal agencies and Members of Congress to achieve client objectives

U.S. House of Representatives, Washington, D.C., 2000-2003

Legislative Assistant

- Advised Congressmen on legislative and policy positions pertaining to transportation, education, health care, Medicare, Medicaid, Social Security, energy, trade, foreign affairs, veterans, defense, labor, immigration, finance, business, intelligence, Social Security, and Welfare
- Communicated on behalf of the Congressmen with constituents, key advocacy groups, Congressional staff, lobbyists, grass roots organizations, and federal organizations

EDUCATION

- Liberty University, M.P.P., International Public Policy, 2019
- University of Virginia, Sorensen Institute Political Leaders Program, 2011
- Republican National Committee, Campaign Management and Fundraising College, 2006
 - William Jewell College, B.A., Communication, 1999

PROFESSIONAL AFFILIATIONS

- North Carolina Coalition on Aging
- Governor's Task Force on Aging
- Governor's Energy Policy Council
- National Speakers Association
- Junior League of Greensboro – Public Affairs Committee

COMMUNITY LEADERSHIP

- Guilford County Republican Executive Committee, Secretary, 2014
- Oak Ridge Town Council, Historic Preservation Committee, 2014
- Work with the aging community to ensure that people can age with dignity and respect
- Prisoner Education and Reentry. Bringing together universities, corrections, law enforcement agencies, attorneys, faith-based organizations and other community resources to establish a universal reentry plan for ex-offenders
- Sex trafficking awareness and education
- Early childhood education. Engaging the community and families to ensure that every child is given the best start in education
- Women in Government empowerment series