

Robert Coombs

306 7th St Apt 2

Brooklyn, NY, 11215

916.743.6069

robert@idealfusion.com

COUNCIL OF STATE GOVERNMENTS, NEW YORK, NY

Vice President of Communications (Director of Communications Division), May 2012 – Present

- Senior executive overseeing publications, media-relations, and web services.
- Recruited a dynamic team of communications specialists to cover 75+ simultaneous projects and campaigns.
- Developed organizational strategies for brand management, online media, political communications, and innovative use of technology.
- Provided high-level strategic counsel to governors, chief justices, legislative leaders and attorneys general.
- Led the consolidation of seven web properties into one, leading to 10X overall increase in web traffic.
- Reduced web dev/hosting costs by nearly \$250k while reducing website instability.
- Spearheaded PR efforts that led to coverage more than 1,000 news clips per year including routine (monthly or better) spotlights in high-profile outlets like the Wall Street Journal, New York Times, Washington Post, Huffington Post, and dozens of papers of record.
- Played lead or senior supporting role in projects that led to federal guidelines on school discipline reforms, the closure of more than a dozen prisons, tens of thousands of individuals receiving substance abuse treatment, and the White House's initiatives to improve employment opportunities for people returning from incarceration.
- Instigated national coverage for mental illness in the criminal justice system, juvenile justice outcomes, the school to prison pipeline.
- Negotiated contracts and advised on operational and infrastructure initiatives.

Senior Policy Analyst and Public Affairs Manager, Oct 2010 – Apr 2012

- Led 3-5 person teams in intensive analyses of massive datasets, followed by a stakeholder engagement process culminating in the lobbying and passage of comprehensive criminal justice reforms in nearly a dozen states.
- Served as a lead spokesman, legislative representative, and senior advisor on initiative resulting in billions of dollars in overall savings.
- Provided strike team consulting for governors, legislators, chief justices and attorney generals nationwide.
- Generated media coverage that increased more than tenfold in my first year.
- Developed or reviewed all justice reinvestment written products, including policy briefs, research memos, and presentations to concisely and clearly describe complex analyses and policy options to policymakers.
- Facilitated and lead meetings of high-ranking government officials, advocates, and national experts
- Negotiated with policymakers to reconcile differences and establish coalitions.
- Testified at legislative hearings concerning the estimated effects of changes in legislation or public policy and present recommendations based on cost-benefit analyses.

CALIFORNIA COALITION AGAINST SEXUAL ASSAULT, SACRAMENTO, CA

Vice President of Public Affairs (Director of Public Affairs) / Registered Lobbyist, May 2005 – Oct 2010

- Built the premier public affairs department in the nation from the ground up covering communications, web services, and government affairs.
- Served as an expert consultant to the US Army, Department of Defense, Centers for Disease Control, and state agencies.
- Directed all legislative, social marketing, membership services and media relations efforts.
- Led online initiatives including the creation of blogs, podcasts, social media and publications.
- Increased state policy engagement from 5 bills to more than 150 in three years while creating the

agency's first Federal agenda and online grassroots advocacy system.

- Conducted hundreds of media interviews and spoke at dozens of events and conferences.
- Oversaw the planning and implementation of nationally recognized \$4M social marketing campaign.
- Directed technology initiatives including IT infrastructure development and optimization, integration of cloud computing solutions, and website development.

CENTER FOR CONFLICT RESOLUTION AND RECONCILIATION (CCRR), MIDDLE EAST

Communication Consultant and Lecturer/Facilitator, Aug 2004 – Dec 2005

- Created a program that brought together forty journalists from throughout the region in a series of clandestine meetings to reform how they reported the facts of the conflict.
- Developed multi-national conflict resolution, dialogue, and infrastructural development programs.
- Provided facilitation in conflict resolution method, theory, and practice.
- Created a train-the-trainers program in negotiation, and stakeholder engagement.
- Wrote, edited, and planned grants for international funding.
- Presented at meetings, conferences, and workshops to develop working relationships across international boundaries.
- Served as mediator to facilitate communication between communities, agencies, and political parties to further understanding of different perspectives, and to guide parties toward mutual agreement.

COLORADO RAPIDS MAJOR LEAGUE SOCCER TEAM, DENVER, CO

Press Box Director, Sep 1999 – Dec 2004

- Assisted the Senior Director of Public Relations and led technical and managerial tasks on game days in the Mile High Stadium Press Box.
- Supervised staff of 15 interns in 7 different organizational roles.
- Organized team information, statistics, and player achievements to support print reporters and broadcast commentators.
- Maintained real-time communication with on-field staff, TV producer, statisticians, stadium operations, announcers and on-air talent.
- Served as liaison between team officials, technical directors, crew members, and journalists.

Education

University of Colorado, Boulder

B.A. Communications, Dec 2002

University of Colorado, Boulder

M.A. Organizational Communication, Dec 2004

ACTIVITIES AND BOARD SERVICE

Consultant | US Department of Justice, Centers for Disease Control, Department of Defense, Army, Navy

Chair, CASOMB | Appointed by Governor Schwarzenegger | 2010

Member | Golden State Donor Services Advisory Board and Media Committees | 2008-2012

Chair | CA Think Tank on Victims of Crime With Disabilities, Appointed by Gov Schwarzenegger | 2007-2009

National Chancellor to Middle East | International Association of Educators for World Peace | 2005-2006

Management

Analysis
Contract Management
New Business
Optimization and Scalability
Recruiting and Supervision
Strategic Planning

Media/PR

Brand Management
Crisis Communications
Media Relations
Photography
Public Opinion
Speech Writing

Web/Online

Analytics and KPI
Content Management Systems
Information Architecture
Livestreaming/Production
SEO/SMO
Web Project Management