

TONY ANDERSEN

CONTACT

971.803.1712

tonytonyandersen@gmail.com

tonyandersen.com

SACRAMENTO, CA

COMMUNITY CONTRIBUTIONS

Contributor, speaker and guest writer:
local and state civic organizations

Salmonberry Trail Foundation, Board of
Directors

Mentor and speaker, University of
Oregon Public Relations Society of
America

League of Minority Voters, Oregon
Board of Directors

Oregon Forest Resources Institute, Ex-
officio board member

Elected to the North Clackamas Parks
and Recreation District board, District
Advisory Board vice-chair

City of Milwaukie, Oregon Parks and
Recreation Board member

Portland South Waterfront Greenway
Committee member

STORY

I connect the dots. I lead tough and polarizing situations. I simplify complicated issues and conversations. I tell stories that connect with people for a purpose. Using a tested policy and strategy toolbox, my team's actions make and difference and change narratives. As a veteran director and policy operative with a nearly 20-year career managing some of the West Coast's most contentious issues, I lead teams that make an impact.

EXPERIENCE

Deputy Secretary, Communications, CA Natural Resources Agency State of California | Sept 2023 - Present

Promoted and appointed by Governor Newsom to drive strategic communications and strategy for all natural resource-related issues in California and serving on the state's natural resource agency executive team. Overseeing nearly 26 departments, boards, commissions, and conservancies and serving as a direct link to the Governor's Office, the portfolio includes a diverse range of pressing issues including forestry, wildfire, energy, water, state parks, and many others.

Department Deputy Director, Strategic Communications, CAL FIRE State of California | June 2022 - September 2023

Following drought and consecutive record-setting wildfire seasons, appointed by Governor Newsom from Oregon to serve on the California Department of Forestry and Fire Protection (CAL FIRE)'s executive team to provide the 12,000 employee department a strategic toolbox for changing narratives focused on forestry, fire prevention, forest management, and tribal relations. Built and oversaw a team of nearly 35 while securing national and international attention and elevating success stories in both policy and communications.

Strategic Communications Director, wildfire recovery task force leader State of Oregon | December 2020 - June 2022

Recruited to lead an emergency response operation, serving as an incident commander overseeing all strategic communications, external affairs, and government relations for the Governor's top priority as Oregon recovered from its worst wildfire season and series of natural disasters in state history. With local, state, federal partners, directed the statewide strategic communications team for the high-profile operation while building confident and securing more than \$500 million in funding during the 2021 legislative session.

Strategic Communications Director

Portland Water Bureau | July 2018 - December 2020

Serving as a member of the bureau's executive team, oversaw the team in charge of all outreach and public affairs strategies for one of the largest western U.S. water utilities, in one of the West's largest media markets. In this high-profile leadership role, built a new team with top talent, rebranded the bureau's image and narrative, launched new equity and inclusion programs, and oversaw strategy for numerous billion dollar infrastructure projects and rate increases.

Director of Marketing and Public Relations (Medellin, Colombia)

LifeAfar | June 2017 - July 2018

Through a one-year contract and unique opportunity to live abroad, directed and oversaw a cross-cultural public relations team in a fast-paced startup environment in Medellin, Colombia. Launched profitable strategic business and marketing plans that expanded international reach. Served as architect for a rebranding process that attracted attention from big name travel brands and earned international coverage. Marketing strategies increased rental occupancy rates by 20% and raised millions in investment revenue.

EXPERIENCE contd.

Senior Communications Officer

Oregon Health Authority | June 2016 - June 2017

Managed highly-visible public affairs strategies for contentious, multi-year environmental public health crises, including drinking water and air quality issues. Served as communications lead for the 2017 legislative session, drafted testimony for the Governor and launched successful strategic communication plans for Oregon's largest government agency.

Public Affairs Director, Public Information Officer

Oregon Department of Forestry | July 2013 - June 2016

Directed and managed a large public affairs and communications team through one of the most severe wildfire seasons on record and improved state and federal relationships through innovative campaigns while modernizing the agency's narrative and public image. Launched a revamped website and new email marketing and social media strategies during a pivotal 2015 legislative session. Managed high-profile forest management plan public process, equitable hiring strategies, and led numerous Governor and federal delegation tours with federal agencies.

Communications lead, education reform initiatives

Oregon Governor Kitzhaber's Office | 2012-2013

Senior freelance consultant, marketing, communications, digital engagement

dhm research | 2010-2012

Legislative Coordinator + Policy Associate

Portland Metro Regional Government | 2007-2011

EDUCATION

Masters of Science, M.S. | Strategic Communications + Writing

Portland State University

Completed masters program while working full-time

Bachelors of Science, B.S. | Public Policy & Management, Writing

University of Oregon

Graduated Cum Laude with honors

Bachelors of Science, B.S. | Undergraduate creative writing workshop

University of Iowa

Transfer

Comms + Policy Expertise

- Crisis + reputation management
- Emergency + crisis response
- Strategic communications
- Public outreach
- Marketing + comms strategy
- Content and digital strategy
- Media relations
- Public speaking and presenting
- Writing, editing, editor-in-chief

Leadership Expertise

- Modernizing teams
- Change management
- Hiring and recruiting talent
- Leading with empathy
- Equity and inclusion
- Strategic program management
- Executive team leadership
- Mentoring and staff development
- Team building

TONY ANDERSEN

LET'S TALK

971.803.1712

tonytonyandersen@gmail.com

tonyandersen.com