

Daniel J. Weiss

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Summary

Environmental and political professional with 27 years of experience in public policy, including advocacy and political campaigns. Areas of expertise include: energy, global warming, and environmental policy; legislative strategy and tactics; advocacy communications, including earned media. Seeks policy, legislative, or communications position.

Professional Experience

Senior Fellow and Director of Climate Strategy, Center for American Progress & Center for American Progress Action Fund, Washington, DC, 2007-present

Leads CAP's domestic energy and global warming advocacy efforts, with a focus on renewable energy and efficiency, global warming, auto fuel economy oil and coal industries.

POLICY

- ◆ Developed energy and global warming policies, including proposals to increase community resilience to extreme weather, reduce energy costs and oil prices, assist the auto industry, respond to BP Deepwater Horizon disaster.
- ◆ Testified before Congressional Committees.
- ◆ Analyzed energy and global warming policy proposals, and wrote/co-wrote 350 analyses and articles for CAP/CAPAF websites.
- ◆ Organized policy forums on "Future of Electric Cars," "Forecast: Storm Warnings."
- ◆ Led CAP team, "National Clean Energy Summits," cosponsored with Sen. Harry Reid, Las Vegas, 2008-2011.

MEDIA

- ◆ CAP/CAPAF spokesperson on energy, global warming.
- ◆ Appeared on ABC, CBS, NBC, PBS, CNN, MSNBC, CNBC, FNC, NPR, BBC, others. Cited in *New York Times*, *Washington Post*, *Wall St. Journal*, Reuters, numerous other publications.
- ◆ Published in *Washington Post*, *Politico*, *Cincinnati Enquirer*, other publications.

Senior Vice President, M+R Strategic Services, Washington, DC, 2001-2007

Directed \$12 million Collaborative Environment Campaigns for a coalition of fifteen major national environmental organizations to oppose federal anti-environmental policies.

POLICY

- ◆ Developed policy positions on energy, clean air, clean water, other issues.
- ◆ Wrote and implemented the coalition's response plan to Bush Administration's energy and clean air proposals.
- ◆ Developed strategy and tactics for environmental coalitions' advocacy campaigns, including paid and earned media, and grassroots mobilization.

MEDIA AND POLLING

- ◆ Directed paid media program, including production and placement of 75 ads in 30 states.

- ◆ Developed earned media events for national and state leaders that generated 5000 news stories.
- ◆ Directed opinion research program that included ten national and state polls.

MANAGEMENT

- ◆ Raised and managed \$12 million program.
- ◆ Managed field program with 30 organizers in 20 states.
- ◆ Consulted with other non-profit clients on energy, global warming, and environmental issues.

Sierra Club, Washington, DC, 1985-2001

Political Director, 1993-2001

Director, Environmental Quality Program, 1989-1993

Washington Representative, 1985-1989

PUBLIC POLICY

- ◆ Developed policy proposals and chief strategist for advocacy campaigns, including Clean Air Act; Clean Water Act; Food Security Act.
- ◆ Advocated policies to administration officials, senators, representatives and their staff.
- ◆ Testified before Congressional Committees.

MEDIA

- ◆ Spokesperson to national media on environmental issues.
- ◆ Generated extensive media coverage of Sierra Club programs, including features in the *New York Times*, *Washington Post*, and on ABC, NBC, CBS, CNN, and NPR.
- ◆ Collaborated with media consultant to produce 100 TV/radio ads for 40 major media markets.
- ◆ Managed polling and focus group projects for advocacy and political campaigns.

MANAGEMENT

- ◆ Managed \$9 million voter education campaign in 2000.
- ◆ Supervised and evaluated staff of SC Political, Environmental Quality programs, including 50 staff campaign organizers.

HONORS

- ◆ Received the "Mike McCloskey Award," the highest SC employee award.
- ◆ Named to *Roll Call's* "Fabulous 50 Political People."
- ◆ Named to "Power 100: 100 Most Influential People in Private Washington," *Regardies* magazine.
- ◆ Award of Achievement for Legislation, Natural Resources Council of America.

Other Experience

Federal Commissioner, Interstate Commission on the Potomac River Basin, Rockville, MD, 1995-98. Appointed by President Clinton to serve as one of three Federal Commissioners who oversee water quality in the Potomac River Basin.

Conservation Associate, Izaak Walton League of America, Arlington, VA, 1981-1985.

Education

Master of Public Policy, Institute of Public Policy Studies, University of Michigan, 1980.

Bachelor of Arts, With Distinction, University of Michigan, 1979.