

KEVIN M. RICHARDS

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EXECUTIVE PROFILE

SENIOR VICE PRESIDENT OF FEDERAL GOVERNMENT AFFAIRS

MANAGER OF GOVERNMENT AFFAIRS PROGRAMS AND PUBLIC POLICY TEAMS

*FORMER U.S. SENATE ECONOMIC POLICY ADVISOR • CURRENT CHIEF LOBBYIST AND LEGISLATIVE STRATEGIST
REPRESENTING TECHNOLOGY CORPORATIONS AND ASSOCIATIONS BEFORE GOVERNMENTS ON PUBLIC POLICY ISSUES*

Results driven, energetic, versatile and highly astute government affairs executive who thrives on challenge and change; offering over 22 years of U.S. Congressional legislative expertise, corporate lobbying and trade association management experience. Polished communicator and leader who can develop and execute complex business strategies; direct federal government affairs programs; organize and manage people and teams; assess impact of legislation and regulation on industries and corporations; and win new business. Politically savvy legislative process expert instinctively adept at helping companies improve profitability, competitiveness and shareholder value. Hard working, team player with global acumen and innate ability to able to generate enthusiasm, trust and cooperation at all levels of public and private organizations. Exceptional business relationship and management skills; relates easily to elected officials and at top executive levels. Maintain an established, extensive bi-partisan network. Precise, tenacious with high standards and strong analytical, problem solving and negotiating abilities. Highly developed analytical, written and verbal communication skills. Sound judgment and decision making capabilities.

POLICY AND LEGISLATIVE EXPERTISE

- Technology/Telecommunications/Internet
- Financial Services/Insurance
- Pharmaceutical/Biotechnology
- International Affairs/Trade Advocacy
- Privacy/Cybersecurity
- Intellectual Property/Copyright
- Energy/Manufacturing
- Tax Policy and Entrepreneurship

CORE LEADERSHIP COMPETENCIES

- Government Affairs Advocacy/Public Policy
- Public Policy Management of Programs/ Staff
- Lobbying/Advocacy/Negotiating Skills
- Work Effectively with "Both Sides of the Aisle"
- Legislative Expertise/Congressional Affairs
- Crisis Management/Corporate Strategy
- Prepare/Manage Government Affairs Budgets
- Political Fundraising/PAC Management

Repeated success developing and implementing strategies for Federal and International Government Affairs by strategically engaging Administration officials, Members of Congress, Congressional staff, Foreign Government Officials and Members of the Diplomatic Corps in order to promote policy issues and influence legislation, regulations and public policy negotiations in order to achieve desired business objectives and goals

CAREER ACHIEVEMENT HIGHLIGHTS

- Led revitalization of a technology industry's largest trade association government affairs program. Reestablished its presence on Capitol Hill and in the Executive Branch, administrative and regulatory agencies. Established the association's global policy agenda; and increased government affairs activities 790% from the previous year.
- Hired and retained a team of skilled government affairs professionals that stabilized production environments, enhanced uptime and response times and ensured greater accuracy in the execution of production deployments. Reduced operating budget 25%; staff retention remained high which enhanced team capabilities.
- Without any DC-based lobbyist presence and on a shoe string budget, established a government affairs program which positioned a Fortune 500 firm as the cybersecurity thought leader before Congress and the White House.
- At the direction of the Chairman, established U.S. Senate Health, Education, Labor and Pensions Committee Economic Policy office. Consulted with hundreds of business interests and acted on 150 legislative measures.

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PROFESSIONAL EXPERIENCE

TechAmerica, Washington, D.C.

2011-Present

Founded in 1943, the technology industry's largest advocacy organization, a nationwide non-profit trade association representing 1,000 member companies in all segments of the information and communications technology sector. Promoting and protecting the industry's interests through grassroots-to-global policy advocacy, it helps members grow through access to commercial and government executives, financial analysts, and investors.

Senior Vice President, Federal Government Affairs (1/11-Present)

- Recruited by CEO to represent the legislative and regulatory interests of the technology industry's largest trade association before the Executive Branch, Congress, administrative agencies, and foreign governments.
- Responsible for overseeing the Association's public policy offices in Washington, D.C. and Brussels; managing U.S. and international public policy programs, team of 9 direct reports, outside consultants, and a budget.
- Hire, train, develop, mentor, and lead employees to achieve/surpass goals and deliver exceptional client service.
- Assist companies to deal effectively in governmental arenas, utilizing strategies directly affecting corporate bottom line; advise corporate executives on navigating the maze of legislative issues and regulatory trends.
- Devise global government affairs strategy and determine public policy agenda by surveying current public policy influences, political issues, and trends; evaluating potential organization actions; proposing alternatives.
- Kept membership informed by tracking announcements and actions of legislative proposals as well as regulatory developments; summarizing impact on the technology sector; recommending decisive go forward action.
- Influence public policy by gathering information; lobbying policy makers, business and industry groups; advocating before Members of Congress; promoting thought leadership opportunities for executives.
- Manage the Commercial Policy Board of Directors which is responsible for the affairs of the Association, including approval and review of policies, positions, programs, governance and fiscal operations.
- Increase client understanding of, and need for, participation in policymaking and political processes.
- Provide advice on political and fundraising activities; manage the Association's political action committee (PAC).
- Recognized popular spokesperson for the technology industry; appeared on *MSNBC*; and in *The Washington Post*, *the Associated Press*, *Politico*, *National Journal*, *BusinessWeek*, *The New York Times*, *Forbes*, etc.

Symantec Corporation, Washington, D.C.

2005-2011

(NASDAQ: SYMC) Mountain View, CA-based firm; the global leader in providing security, storage and systems management solutions to help consumers and organizations secure and manage their information-driven world. Company has 17,000 global employees, and generates approximately \$5.4 billion in annual worldwide revenue.

U.S. Federal Government Relations, Senior Manager (11/08-1/11)

U.S. Federal Government Relations, Manager (9/05-10/08)

- Based on extensive political networking capabilities and legislative expertise on technology policy was actively recruited to manage federal government relations program for this leading global Fortune 500 high-tech firm.
- Primary lead in-house lobbyist on Capitol Hill; maintained established network of Members and staff; managed the company's federal government relation's program, budget, PAC, trade groups and contract lobbyists.
- Provided strategic direction and oversight for the North American government affairs program.
- Administered the development and coordination of the public policy efforts across the corporation.
- Anticipated, analyzed and advised CEO and senior corporate executives on domestic and international legislation, regulations and other public policy issues that impact and influence company decisions / operations.
- Represented company by presenting information, observations, opinions, and arguments to federal legislative and regulatory agencies, trade groups and individual legislators, whose actions might affect company interests.
- Composed executive witness testimony for Congressional hearings; staff executive meetings with Members.
- Professionally media trained company public spokesperson; conducted multiple press interviews.
- Directed corporation's Political Action Committee as Board Member and oversaw corporate PAC giving plan.
- Lobbied Congress and secured legislation which saved the company \$2 million in tax incentives annually.
- Worked with top elected officials to instill a positive view of the corporation.

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PROFESSIONAL EXPERIENCE

U.S. Senator Edward M. Kennedy, Washington, D.C.

1992-2005

The late senior Democratic United States Senator who represented Massachusetts from 1962 to 2009 as the fourth longest-serving member of the U.S. Senate in American history. Known as one of the most effective legislators in the nation's history, the Senator and his staff wrote and enacted over 300 bills into public law.

Legislative Assistant and Economic Policy Advisor (U.S. Senate HELP Committee) (3/98-8/05)

Deputy to the Chief-of-Staff (Personal Office) (1/97-2/98)

Staff Assistant (Personal Office) (7/92-12/96)

- Established U.S. Senate Health, Education, Labor and Pensions Committee's Economic Policy office; responsible for managing economic and business policy portfolio, devised senior Senator's U.S. economic policy agenda.
- Effectively managed business and economic policy portfolio for senior Senator and active Chairman; coordinated strategic legislative planning process to establish and implement an economic agenda.
- Worked closely at the Senator's side which provided the opportunity to learn the inter-working and dynamics of Capitol Hill, the legislative negotiation process, and liaison with key contacts in government and business.
- Acted as the Member's principle policy advisor on all science, innovation, technology and economic public policy legislative votes before the Senate Committee on the Judiciary and the full Senate.
- Served as the principle policy advisor to Member on the U.S. Congressional Joint Economic Committee; covering all official business including hearings, briefings and legislative issues before the full Committee.
- Acted as Senator's primary business sector liaison; planned and managed economic policy summits.
- Authored economic policy legislation; composed Senator's speeches, testimony, hearing and Floor statements.
- Promoted to oversee back office operations and prioritized the Senator's official daily briefing materials.
- Coordinated chief-of-staff's duties, acted as a staff liaison to the Senator's family members on special projects.
- Managed front office staff, advanced events, preformed legislative research and drafted correspondence.

U.S. Senator Richard E. Shelby, Washington, D.C.

1992

The senior United States Senator from Alabama. First elected to the Senate in 1986, he is the ranking member of the United States Senate Committee on Banking, Housing and Urban Affairs and was its chairman from 2003-2007.

Mail Room Clerk (1/92-6/92)

- Managed mail room operations and prioritized for review the Senator's official daily briefing materials.
- Composed daily constituent survey of public policy opinions and prepared report for Senator and staff.
- Researched and drafted constituent correspondence; and maintained a database of policy position papers.

EDUCATION AND TRAINING

Bachelor of Arts, Political Science

The Catholic University of America,
Washington, D.C. -- May 1991, *Cum Laude*

ACTIVITIES AND HONORS

Center for Study on the Presidency, *Program Graduate, Member*; U.S. Congressional Internet Caucus, *Member*; U.S. Senate Democratic High-Tech Working Group, *Member*; PHI SIGMA ALPHA, National Political Science Honor Society, *Member*; PI GAMMU MU National Social Sciences Society, *Member*; Farmer Fund National Scholarship, *Recipient*; "Everybody Wins" Reading Tutor Program, *Volunteer*, John F. Kennedy Library Workshop for Young Politicians, *Program Graduate*; Amnesty International, Catholic University Chapter; *Former Vice President*. Extensive world travel: North America, Europe and Asia; maintain far-reaching network of international contacts.