

JOHN DAVID BREYAULT

PROFESSIONAL EXPERIENCE

- 2008-Present** **National Consumers League** **Washington, DC**
Vice President of Public Policy, Telecommunications and Fraud
- Led the Fraud and Public Policy department's federal and state lobbying efforts with a \$425,000 annual budget and a team of 3 full time staff, 3-5 interns and policy fellows.
 - Ran public interest advocacy campaigns that achieved success on a diverse range of consumer protection issues, including live event ticketing, multi-level marketing, travel marketplace protections, telephone bill cramming, and broadband privacy.
 - Served as a principal spokesperson for NCL by authoring major white papers, e-newsletters, press releases, blog postings and op-eds, achieving more than 900 earned media mentions.
 - Launched the #DataInsecurity Project, a consumer and policymaker awareness campaign focused on the impact of data breaches on consumers' vulnerability to identity fraud.
 - Designed and executed a comprehensive rebranding of Fraud.org, NCL's flagship fraud education, advocacy, and direct victim support campaign.
 - Increased departmental budget by cultivating and maintaining numerous corporate fundraising partners and identifying *cy pres* grant opportunities.
 - Represented NCL on multiple governmental advisory committees, including the DOT Aviation Consumer Protection Advisory Committee, FCC Consumer Advisory Committee, IRS Electronic Tax Administration Advisory Committee, and the CFTC Technology Advisory Committee.
- 2003-2008** **Amplify Public Affairs, LLC** **Washington, DC**
Director, Research
- Designed and implemented the public affairs industry's first advocacy events in the virtual world of Second Life.
 - Provided expert analysis and served as principal organizational spokesman for the Telecommunications Research and Action Center (TRAC), a non-profit consumer advocacy client.
 - Drafted FCC filings, Congressional correspondence, press releases, e-newsletters and one-pagers for TRAC and telecommunications industry clients.
 - Compiled influential opposition research and social media environmental scans for clients in the non-profit and labor communities.
- 2000-2003** **Sprint Corporation** **Reston, VA**
Financial Analyst
- Analyzed complex cost-of-service data sets to create and implement cost-reduction strategies for global sales force focusing on Europe, Middle East and Africa long distance telecommunications and data networks.
 - Designed traffic reporting matrixes that substantially increased contract fulfillment rates.

EDUCATION

- 1995-1999** **George Mason University** **Fairfax, VA**
- B.A., International Relations; Minor, French