

Heather Reams

Citizens for Responsible Energy Solutions (CRES)/CRES Forum/ CRES PAC, Washington, DC

Non-profit advocacy, education, and political action organizations

President, 2021 – current; Executive Director, 2018-2020; Managing Director, 2016-2017

- Provides strategic vision and leadership for team of 25; seven positions are direct reports
- Oversees the strategy, culture, implementation of mission and fiscal responsibility
- Oversees core teams including government relations, energy and climate policy, advocacy, communications, external relations and administration
- Established and maintains a nationwide network of allies to support policies that further environmental protection and clean energy development
- Created and oversees innovative, educational engagement and fundraising strategies that have helped scale the organization's reach and reputation such as National Clean Energy Week, Policy Makers Symposium, Clean Energy Champions, CRES Academy, and an invitation-only Partners Membership Program
- Extensive public speaking experience to include on television, print and online media; congressional events and hearings; conferences, symposia, panels

Conservative Climate Foundation, Washington, DC

Non-profit education organization

Founder and Board Chair, 2021 – current

- Key role is fundraising, donor management, strategic guidance, compliance and fiscal responsibility
- Regular public speaking; congressional member and stakeholder engagement

National Alliance for Public Charter Schools, Washington, DC

Non-profit advocacy organization

Vice President, Communications and Marketing, 2015-2016

- Executive team member reporting to president and CEO; oversaw communications, advocacy, and publications teams; managed vendors and consultants
- Revamped communications department to protect and grow federal charter school funding more effectively
- Created and executed communications plan to advance public understanding of charter schools with the goal of positioning the organization as a leading advocate to improve public education nationwide
- Cultivated and managed media relationships, positioning organization, CEO, and the charter school movement in a positive light
- Managed department budget and coordinated with peers to ensure budgets were aligned with key objectives
- Drafted grant applications to secure new charitable giving from donors throughout the U.S.

Jack Kent Cooke Foundation, Lansdowne, VA

Private charitable organization

Chief Communications Officer, 2012-2015

- Executive team member reporting to executive director
- Managed program outreach and communications department to include communications, marketing, and video productions; 5 staff members, 3 consultants as well as a PR firm and a digital marketing firm
- Developed and managed implementation of nationwide strategic communications and marketing plans, with goals of building reputation, establishing thought leadership position, and attracting high-quality applicants to programs
- Leader on cross-departmental team to develop and execute new technology strategies to improve foundation's operations and outcomes
- Established and maintained relationships with policymakers, media, strategic partners and other stakeholders to advance organization's mission

- Managed department budget and coordinated with peers to ensure budgets were aligned with key objectives

Association of American Educators (AAE)/AAE Foundation, Alexandria, VA

Non-profit trade and education association

Associate Director, 2007-2012; Communications Director, 2005-2007

- National team lead reporting to president; managed team of 18 out of 30 organizational positions in 5 locations and field staff of 12
- Served as national spokesperson and communications advisor to president and state directors
- Devised and implemented comprehensive strategic communications/marketing plan for national organization and state chapters to increase brand recognition to gain membership of K-12 educators
- Oversaw and managed government and public relations to include strategic planning, communications, ally development, coalition-building, media and legislative preparation, drafting testimony, op-eds, fact sheets, speeches, message development – all ensuring message consistency throughout the organization
- Managed budgets, oversaw day-to-day fiscal compliance of AAE Foundation; principal fundraiser for five years

Multi-Client Public Affairs & Crisis Communications Firms

- Dezenhall Resources, Washington, DC, Account Supervisor, 2004
- Brunswick Group, Inc., Washington, DC, Associate Partner, 2002-2003
- Weber Shandwick, Washington, DC, Vice President, 1999-2002; Senior Associate, 1999; Associate, 1998-1999
- The Carmen Group, Inc., Washington, DC Account Executive, 1997-1998; Account Coordinator, 1996-1997
 - Designed and executed government relations and strategic communications strategies for Fortune 500 clients dealing with congressional and regulatory disputes, high-stakes litigation, mergers & acquisitions
 - Media-trained CEOs, attorneys, and other corporate spokespersons for high-profile events
 - Drafted new business proposals; secured new clients ensuring revenue growth for the companies

United States Senate

Sen. Bob Smith, Washington, DC, *Staff Assistant, 1995-1996*

Sen. Slade Gorton, Seattle, WA, *Intern, 1995*

- Handled casework and communications; arranged for Capitol tours and flag requests; maintained constituent databases; led technology transition to online database; liaison between district and D.C. offices

Education: University of Washington, Seattle, WA; B.S. Political Science; worked full-time while attending college

Current Professional and Volunteer Activities:

Chair, National Clean Energy Week

Board of Directors, American Conservation Coalition

Board of Advisors, National Association of State Energy Officials (NASEO)

Board of Advisors, Congressional Western Caucus Foundation

Volunteer Coordinator, Patriot Cruise & Salute

Member, Colonial Mount Vernon Republican Women

Recent Relevant Publications:

[To Make America Great, We Need Federal Permitting Reform](#)

[The Next Step for Clean Energy Permitting: Judicial Review](#)

[Why Homegrown Energy Is the Key to Reducing Global Emissions](#)

[Clean Energy Drives a Competitive America](#)