

# brian cole somers

## skills & summary of qualifications

- Tested experience in executive leadership and enterprise-wide strategic planning, performance, and oversight
- High-level experience with legislative affairs, executive branch/interagency collaboration, and policy advocacy and implementation
- Demonstrated results in strategic planning, strategic communications, public/media relations, social media, marketing, and branding
- Outstanding writing and communication skills
- Smart, tenacious, motivated, and flexible

## work experience

2019-present **Utah Mining Association**  
President  
Salt Lake City, Utah

- Provide executive leadership to one of the most established industry associations in Utah (founded in 1915)
- Represent Utah mine operators and service companies which support the mining industry in all aspects of statutory and regulatory affairs affecting the industry
- Lobby state, federal, and local governments on behalf of mining industry to promote beneficial public policies and ensure positive business climate for mining
- Work closely with regulatory agencies to ensure consistent and statutorily appropriate application of rules, permitting procedures, bonding requirements, and more
- Cultivate relationships with numerous stakeholder groups including government agencies, industry groups, advocacy groups, national associations, academic/educational institutions, and more
- Cultivate relationships with Utah legislators, members of Utah's federal delegation, statewide elected officials, local elected officials, business/industry leaders, and other policymakers and influencers
- Serve on numerous state boards and committees dealing with public lands, industrial policy, energy, endangered species, safety, workforce development, economic development, water, rural concerns, and more
- Speak on behalf of Utah mining industry in media, legislative testimony, conference presentations, and other public forums
- Provide operational oversight including budgeting, fundraising, membership development, member services, education programs, networking events, board management, and more

2017-2019 **Utah Science Technology and Research Initiative (USTAR)**  
Managing Director  
Salt Lake City, Utah

- Provided executive leadership for state agency with five programmatic/functional units, six locations, and \$22 million budget
- Directly supervised 12 senior and technical (PhD-level) staff; indirectly supervised 22 agency employees
- Served as chief operations officer. Oversaw policy development, budget, program implementation, communications, policy compliance, reporting, coordination of services, and other department-wide functions
- Responsible for legislative and external relations. Represented department in testimony before legislative standing and interim committees and coordinated all legislative efforts. Served as primary interface with legislators, executive branch officials, and economic development and community partners. Realized substantial increase in collaboration with other economic development, academic/research, and community stakeholder groups
- Created and implemented new structure for management of \$10 million competitive grants program, including: Reorganization of grants management team, overhauling processes to increase efficiency and quality, implementation of new grants management platform which increased the quality of the customer/grantee experience and reduced the administrative error rate to near zero
- Restructured communications team and processes to improve reach and outcomes
- Completed restructuring of satellite offices to decrease costs while increasing quality and quantity of corporate and community outreach activities

## work experience (continued)

2013-2017 Utah Department of Heritage & Arts  
Deputy Director/Interim Executive Director  
Salt Lake City, Utah

- Provided executive leadership for state agency with six divisions and \$30 million budget
- Directly supervised six division directors, finance director, communications director, project management officer, internal auditor, and support staff
- Indirectly supervised 150 department employees; served as primary interface for loaned HR and IT employees
- Served as chief operations officer. Oversaw policy development, budget, program implementation, communications, external relations, policy compliance, reporting, coordination of services, and other department-wide functions
- Oversaw effort to create department mission and vision statements, and to create strategic pillars of "Collaboration," "Innovation," "Stewardship," and "Education" which are incorporated in all divisional strategic plans
- Led implementation of department strategic objectives of
  - "Leveraged Collaboration" (providing more complete customer service through interdivisional and interagency collaboration) and "Fostering a Culture of Continuous Improvement" (finding operational efficiencies and creating meaningful metrics to continuously elevate program performance)
  - Represented department to Governor's Office, Lt. Governor's Office, Legislature, state agency leadership, and other stakeholders; represented department in testimony before standing and interim legislative committees, coordinated all key legislative efforts
  - Served on various boards, commissions, and committees to coordinate department activities and facilitate agency goals, including: Utah Multicultural Commission, Commission on Service & Volunteerism, Scenic Byways Committee, DTS Rate Committee, Mountain West Digital Library Governing Board, Office of Tourism Public Relations Committee, Downtown Alliance Public Market Steering Committee, Utah Mapping and Information Partnership Governing Board, Utah Museum of History, Heritage & Art Steering Committee, and more

2012 Mia Love for Congress  
Director of Communications  
Salt Lake City, Utah

- Responsible for all external communications activities including media relations, public relations, all website/collateral content, speech writing, policy briefs
- Supervised internal communications staff and all external communications vendors (TV, website, digital media and email marketing, print/direct mail)
- Served as official campaign spokesperson
  - Served as member of management/strategy team which oversaw all aspects of the campaign
  - Liaised with local, state, and federal elected officials, party officials, political action committees, interest/community groups, and volunteers on media, outreach, fundraising, and other campaign initiatives
  - Secured "earned" media opportunities with all major Utah broadcast and print outlets, as well as national media outlets including Fox News, NBC News, ABC News, CNN, the *Washington Post*, and the *Wall Street Journal*, among others

2011-2012 Office of Utah Governor Gary R. Herbert  
Associate Director of Communications  
Salt Lake City, Utah

- Responsible for assisting with all external communications activities in the Governor's Office; including media relations, public relations, social media, website/blog
- Speechwriter to the Governor. Researched and crafted speeches and talking points for an average of 5-8 public appearances per week.
- Wrote speeches and coached Governor on major addresses including 2011 and 2012 State of the State addresses, testimony before the U.S. Congress, and many more
  - Contributed to all strategic communications activities; including public messaging, public outreach events, targeted media outreach and earned media, policy initiatives, public/private partnership initiatives, crisis communications, political positioning/"branding" activities
  - Messaged to multiple constituencies; including the general public, legislators, targeted interest groups, federal lawmakers and regulators, national media, state agencies and employees
  - Regularly briefed and coached Governor before public appearances and media interactions

## work experience (continued)

2007- 2011     Imaginisti Consulting  
 Marketing Consultant  
 Bountiful, Utah

- Provided marketing, branding, communications, outreach, and strategic planning services to clients on a contract basis
- Contracted by the Utah Governor's Office of Economic Development (GOED) as the primary marketing consultant for the Utah Health Exchange (UHE)
- Projects for GOED/UHE included: supervising design of UHE logo; creating content for and overseeing design of UHE website, marketing collateral, press kits, and other materials; planning and executing community outreach activities in conjunction with other state agencies and private-sector partners; planning and managing PR campaigns centered on specific UHE milestones; collaborating with and advising executive branch staff, state legislators, legislative staff, and other state consultants on all outreach issues pertaining to the UHE
- Selective results of work for GOED/UHE included: earned media in all local Utah print and TV outlets, and national outlets including the *Washington Post*, *Business Week*, and *Forbes*; special invitations for UHE presentations at The Heritage Foundation and the World Health Care Congress in Washington, DC; all the enrollments available in the beta launch of the UHE to Utah businesses were taken within the first 72 hours of the open enrollment period
- Projects for other clients included: executing unifying brand restructuring for corporation previously operating under multiple brands in disparate markets; creating initial branding and market positioning strategies for start-up companies; creating corporate biography for an M&A target campaign; providing content for and overseeing redesign of corporate websites; providing strategic planning for various marketing, public relations, and partnering initiatives

2007	InsideSales.com	Provo, Utah	Director of Marketing
2004-2006	Visual Language Interpreting (VLI)	Washington, DC	Director of Business Development & Marketing
2002-2004	Resource Development International	Alexandria, VA	Sales & Marketing Manager
2001	The Frederiksen Group	Falls Church, VA	Strategic Brand Coordinator
1999	Fleishman-Hillard Public Relations	Washington, DC	Intern

## education

George Mason University  
 Fairfax, Virginia

- B.S., Business Management (with Distinction)
- Dean's List (all terms)
- Minor, History
- Member of Alpha Chi & Golden Key National Honors Societies

University of Oxford  
 Oxford, England

- Spent a full academic year as a visiting student and completed comprehensive studies in marketing and strategy at the university's Saïd Business School