

# Todd A. Keller

---

## **EMPLOYMENT HISTORY**

### **International Mountain Bicycling Association**

**Washington, DC**

#### ***Director of Government Affairs***

**2019 – Present**

- Serves as the chief legislative and political voice to the Chief Executive Officer, Board of Directors, 250 affiliate organizations, and 40,000 individual members
- Represents the organization with the Administration, Congress, key stakeholders, and numerous coalitions
- Monitors, prioritizes, and develops legislative, regulatory, and advocacy issues and creates regular political updates through internal and external grassroots advocacy communications
- Conducts research and analysis in order to develop policy guidance in the form of testimony, technical comments, media quotes, fact sheets, and talking points
- Organize, develop, and facilitate regular advocacy trainings and briefings for key activists throughout the country, including lobby days, webinars, and state summits
- Responsible for the overall goals and strategy for the government affairs department including budgets and staff management

### **1352 Strategies**

**Washington, DC**

#### ***Principal Consultant***

**2016 – 2019**

- Expanded a small boutique consulting firm that is focused on strategic planning and execution
- Development of issues including energy, environment, recreation policy as well as association management and political issue campaigns
- Developed campaign strategies for local organizations working on DC Statehood, solar power, voting rights, and recreational access

### **SolarCity (Tesla)**

**Washington, DC**

#### ***Director of National Campaigns***

**2015 – 2016**

- Successfully designed and implemented campaign operation to transform SolarCity's policy-based structure, which enabled a focus on outreach, mobilization, strategic planning, communications to compliment the organization's robust policy presence
- Developed strategic planning efforts for 45 state campaign plans specifically tailored to meet the interest of each state and stakeholder communities
- Created a system of developing collateral and materials to use in presentations, outreach, and other applications tailored for various audiences (i.e., short and long-form for both internal and external audiences)
- Built a team consisting of seasoned professional campaign/field operatives assigned to geographic regions and effectively managed them remotely
- Initiated and facilitated regular communication with internal teams, key state leads and other players in the energy sector to advance issues of common interest

### **Wind Energy Foundation**

**Washington, DC**

#### ***Consultant - Director of Field Operations***

**2014 – 2015**

- Responsible for the overall field operation for A Renewable America; a partnership of the six major renewable energy associations
- Created extensive strategic plans working closely with Solar, Wind, Geothermal, Hydropower, Waste to Energy, and Biomass industries
- Developed a training platform to educate businesses on key energy policy issues and coach them on aspects of campaign outreach including media, policy maker, and partnerships
- Oversight of consultant teams in ten target states with focus on Members of Congress and Governors
- Generated a metric based system of reporting to track progress and highlight the overall success of the campaign

**Advanced Energy Economy**

Washington, DC

***Vice President of Federal Policy***

2013 – 2014

- Created a detailed, targeted strategy to raise the profile of AEE on Capitol Hill while advocating the advanced energy industry's positions in front of congress and the administration
- Developed internal procedures for the organization including Board of Directors approval process, created synergies between departments, and built internal communication infrastructure for members and partners
- Redeveloped from the ground up, the framework for a political action committee including the creation of a hybrid PAC (candidate and expenditure accounts), developing a fundraising strategy, and developing state specific spending plans

**National Wildlife Federation**

Washington, DC

***Director of Federal Advocacy – Public Lands Campaigns***

2009 – 2013

- Direct and determine the entire public lands policy vision and legislative agenda for the organization including sportsmen interests, access issues, land designations, responsible oil and gas development, and funding for public lands programs
- Lead the public lands community in continued lobbying efforts to pass public lands legislation, including the Lands, Water and Wildlife the package considered by the 111<sup>th</sup> Congress, and the Sportsmen Act of 2012 considered in the 112<sup>th</sup> Congress
- Develop strategies for drafting legislation and delivering testimony to Capitol Hill in addition to federal agencies; testified before administrative panels at the Department of the Interior and Department of Energy

**Outdoor Industry Association**

Washington, DC

***Director of Recreation Policy***

2008 – 2009

- Implemented comprehensive legislative strategy on various issues related to human-powered recreation and public lands
- Facilitated logistics for annual lobby week, including Capitol Hill appointments, drafting pre-lobby materials, briefing members on relevant issues, and arranging for guest speakers
- Represented the organization at various public events, including PAC fundraisers, coalition meetings, media events, legislative meetings, and industry gatherings

**National Environmental Trust (NET)/Pew Environment Group (PEG)**

Washington, DC

***Consultant – Pew Campaign for Responsible Mining***

2007 – 2008

- Developed strategy to obtain support for hard rock mining reforms in the House of Representatives
- Scheduled and conducted meetings with congressional staff, committee staff, and members based on a targeting strategy which included previous votes and geographical districts

***Campaign Manager – Menhaden Matter Campaign***

2003 – 2005

- Managed all aspects of the media outreach effort, including development of strategy, messaging, and written materials. Successfully managed a coalition consisting of six major non-profit organizations
- Conducted outreach to members of Congress in Virginia and Maryland to gain support for the issue

***Deputy Campaign Manager – Global Warming and Energy***

2001 – 2003

- Assisted in developing and implementing long-term integrated media, legislative, and grassroots campaigns on global warming and energy
- Coordinated logistics between NET offices and staff on the ground for international meetings in Bonn, Germany, Johannesburg, South Africa, and New Delhi, India

**ADDITIONAL EXPERIENCE**

Media Consultant, O'Connor, Bilotta & Associates (Washington, DC) 2006-2007

**EDUCATION**

University of Cincinnati

Bachelor of Arts – Political Science