

Benjamin J. Cassidy

WORK EXPERIENCE

Safari Club International (SCI)

Executive Vice President, International Government & Public Affairs

May 2021–Present
Washington, D.C.

- Promoted to manage and oversee SCI's external affairs comprising core advocacy, international development, marketing and communications strategies.
 - Manage ~\$5.25mil budget for government affairs, international development, marketing and communications
 - Oversee marketing strategies that have resulted in an unprecedented 22 consecutive months of membership growth and a 17% increase in total membership
 - Plan, implement and execute a highly targeted communications strategy around SCI's biggest annual fundraiser, the SCI Convention, resulting in increased convention attendance and fundraising year-over-year, culminating in an all-time record breaking convention in 2023
 - Creation of an advocacy operation in Europe
- Represent SCI before elected officials in capitals around the world, Fortune 500 CEOs, community partners, membership and the general public
 - Present and deliver speeches around the world to audiences ranging from 50 people to 5,000 people (Las Vegas, Maputo, Nashville, Warsaw)
 - Media spokesman providing statements and giving interviews on behalf of SCI
 - Run high level meetings with dignitaries and CEOs
 - Oversee the PAC and SuperPAC, raise and spend ~\$750k each election cycle
- Oversee all marketing and communications for SCI
 - Created a revenue generating eStore and physical store during the SCI Convention. Negotiated merchandise discounts with established brands (ex. Beretta, KUIU, Vista, Ball & Buck) and designed merchandise for sale.
 - Manage and direct a roster of brand ambassadors and influencers to promote and further the SCI mission.
 - Consistently grown social media channels
 - Host of the *First for Hunters* podcast
- Manage an international advocacy, communications and marketing team
 - Opened an office in Brussels, created a U.S. State & Local team, expanded the legal, federal, communications and marketing teams
- Grassroots
 - Continue to grow grassroots advocacy efforts through the Hunter Action Advocacy Center that I created.

Director of Government Affairs

July 2019 – April 2021
Washington, D.C.

- Created a grassroots platform, The Hunter Advocacy Action Center from inception, engaging and activating advocates around the world
- Leveraged key relationships and experience to help facilitate the passage and bill signing of the Great American Outdoors Act, the largest investment in conservation in a generation. Led SCI members to engage Congress to support passage in unprecedented numbers
- Orchestrated a successful campaign to defeat a hunting importation bill in the California Legislature through lobbying, strategic communications and grassroots engagement
- Strengthened and expanded community partnerships with signing of a Memorandum of Understanding with the U.S. Fish & Wildlife Service, Ducks Unlimited, Public Lands Trust and the Cattlemen's Association
- Established a stronger presence in Europe by hiring and training a Legal Advisor in Brussels, a Communications Manager in Lisbon and by creating SCI's Europe Committee
- Drove an unequaled comment campaign pushing to establish a now finalized rule to expand hunting and fishing access a historic 2.3 million acres
- Adapted advocacy efforts for COVID-19 by creating virtual events to connect directly with membership, including a Virtual Advocacy Week, grassroots seminars, litigation & legislative updates
- Oversee SCI's Political Action Committee (SCI-PAC) and "super-PAC" (Hunter Action Fund). Raise money for the PAC and determine giving strategy. Contributed to 92 campaigns in 2020 (96% win-rate). Won 3 out of 3 statewide races where independent expenditures were spent on digital advertisements and mail

U.S. Department of the Interior
2019

Oct. 2017 – June

Senior Deputy Director for External & Intergovernmental Affairs

Washington, D.C.

- Senior contact in the OIEA between the DOI and intergovernmental partners, external partners and internal DOI bureaus
- Led OIEA team in rollout of major regulation reforms including the first major Endangered Species Act reforms since its inception.
- Managed all conservation and recreation outreach to intergovernmental and external partners

HIGHLIGHTS

- Created the successful Conservation Roundtable series between the Secretary, Presidents and CEOs of national organizations and senior policy staff
- Facilitated stakeholder engagement, secured support for, and coordinated the signings of Secretarial Orders 3362 (Improving Habitat Quality in Western Big Game Winter Range and Migration Corridors), 3365 (Establishment of a Senior Adviser for Recreation) and 3366 (Increasing Recreational Opportunities on Lands and Waters Managed by the Department of the Interior)
- Assembled senior officials (scientists, land managers and political appointees) from U.S. Fish & Wildlife Service, Bureau of Land Management, U.S. Geological Survey, the National Park Service and the Department of Agriculture to form the Chronic Wasting Disease Task Force
- Increased access to our public lands by establishing an annual Urban National Wildlife Refuge Day through Secretarial Order

National Rifle Association – Institute for Legislative Action Feb. 2011 – Sept. 2017

Federal Liaison

Washington, D.C.

- Advanced, promoted, and represented the mission of the NRA (5 million members) before the House of Representatives, Senate and the Administration
- Forwarded priorities with congressional leadership, campaign committee senior staff and affiliated political operatives
- Managed relationships with thirteen U.S. Senate and House Congressional State Delegations
- Engaged, maintained, and expanded outreach with a large diverse network of Republican political operatives, Congressional staffers and government affairs colleagues

**National Republican Congressional Committee
2011**

April 2008 – Jan.

Young Guns Liaison

Washington, D.C.

- Created, implemented and managed the operations of the Young Guns Candidate Recruitment program while serving as a liaison for Minority Leader Kevin McCarthy, former Leader Eric Cantor, and former Speaker Paul Ryan, with National Republican Congressional Committee Chairman Pete Sessions, and GOP candidates
- Developed and strengthened relationships with candidates through setting a series of customized campaign benchmarks

EDUCATION

Rollins College

BS, Philosophy

May, 2006

Winter Park, FL

Harvard Business School Online
Certificate, Management Essentials

April, 2021

Central Carolina Community College
Certificate, KCBS Barbeque Judge

April, 2011

Lillington, NC

Republican National Committee's School of Campaign Management

May, 2010

Washington, D.C.

SKILLS

Leadership; Fundraising; Lobbying; Marketing; Communications; Crisis Communications;
Grassroots; Management; eCommerce; Writing; Public Speaking; Event Planning; Budgeting