

## **Brandon Stephenson** ***Chief Strategic Officer***

As Chief Strategic Officer, Brandon works with Cerrell's ownership team to continue the firm's enduring legacy of vision, growth and results. Working across the firm's diverse practice areas, Brandon specializes in developing winning strategic communications plans and mobilizing client supporters to influence decision-makers and the media at the local, state and federal levels. For more than a decade, he has successfully managed political and public education campaigns, and created grassroots advocacy and media relations programs for the firm's clients.

Brandon has managed several statewide activities on the firm's behalf, including leading Cerrell's ongoing effort to build a statewide communications network of healthcare stakeholders to influence state and federal health policies. As part of his statewide portfolio, Brandon has worked on numerous statewide initiative campaigns, including the Yes on Proposition 78/No on Proposition 79 campaign, the No on Proposition 86 campaign, the Yes on Proposition 20/No on Proposition 27 campaign, and the No on Proposition 61 campaign. For each of these efforts, he engaged and activated diverse political, business and community groups throughout Southern California to garner support/opposition to these controversial statewide ballot initiatives. He also conducted extensive earned media activities that led to supportive editorials and coverage.

In addition to political campaigns, Brandon helped build the firm's work with cities and counties on public education campaigns to support revenue measures. His recent successes include working with the Anaheim Union High School District to gain voter approval for a \$249 billion bond measure, and the City of Glendale on a transient occupancy tax increase.

Brandon is also skilled at providing government affairs counsel to some of Cerrell Associates' highest-profile clients, including telecommunications firms, water agencies and labor unions, as well as for some of Cerrell's most contentious land use development clients.

Prior to joining Cerrell, Brandon was a Regional Field Director for Woodward and McDowell, a leading campaign consultant firm, for the No on Proposition 68 campaign.

Brandon graduated from Pitzer College in Claremont, California with a Bachelor of Arts in political science. He's a current Board Member with the Valley Industry & Commerce Association (VICA), one of the most influential business advocacy organizations in Southern California.

He completed the Southern California Leadership Network's 2007 Leadership L.A. program, which is designed to strengthen the community by developing, training, and empowering emerging leaders. An award-winning strategist, Brandon led the Cerrell team that won the 2012 and 2014 Public Relations Society of America-Los Angeles Chapter's PRism Award for best Corporate Newsletter, and the 2014 award for Healthcare Program.