

Contact

www.linkedin.com/in/matt-herrick-comms1 (LinkedIn)

Top Skills

Strategic Communications

Agriculture

Public Affairs

Matt Herrick

Senior Vice President of Public Affairs & Communications | Food & Nutrition Leader | Social Impact | Advocate

Washington DC-Baltimore Area

Summary

Matt is passionate about purpose-driven teams and organizations pushing to achieve sustainable food systems, enhance nutrition security, and strengthen economic opportunity. For two decades, Matt has led teams of storytellers and advocates who creatively show and tell how influential organizations with a global footprint are generating positive change on global health, trade, food security, and humanitarian issues. A leader in advocacy, communications, public affairs, and organizational positioning, Matt has served as USDA's Director of Communications in the Biden and Obama administrations and led rebranding and repositioning for several global organizations in the private and non-profit spaces.

Matt prioritizes mixing traditional and digital storytelling and advocacy with sophisticated audience targeting to bring human-focused stories of impact to consumers, policymakers, and funders. He values forming strategic partnerships and coalitions to educate stakeholders to deliver key policy and funding priorities, including winning new provisions in the Farm Bill and Federal appropriations process. For the International Dairy Foods Association (IDFA) and others, Matt has led external and internal communications, employee engagement, voter polling and sentiment, sustainability, public policy, social impact, and philanthropy. In 2022, he founded and began to lead the IDFA Foundation, a non-profit grantmaking entity focused on reducing hunger, improving environmental stewardship, and expanding DEI in U.S. dairy.

A trusted advisor to executives and boards of directors, Matt is passionate about elevating leaders and organizations to convene conversations and act on solutions. He values seeking input from outside experts to help refine organizational perspective or planning. As a manager, he takes in information, makes informed decisions, fosters development and team building, and lets leaders lead. He is a longtime spokesperson in the media and a public speaker.

Experience

International Dairy Foods Association (IDFA)

Senior Vice President of Public Affairs & Communications / Executive Director, IDFA Foundation

July 2021 - Present (2 years 1 month)

Washington, District of Columbia, United States

Lead public affairs, communications, and organizational strategy activities for the nation's broadest member-funded dairy trade association. Cofounded and co-lead the IDFA Sustainability Initiative to provide advocacy, programming, and education services to members to reach dairy's Net Zero commitment by 2050. Serve as Executive Director of the IDFA Foundation. The IDFA Foundation seeks to make an important contribution to people and communities on behalf of the U.S. dairy industry by providing charitable support to individuals and organizations that work to advance human health and nutrition, improve environmental stewardship and sustainability, and enhance the welfare of people working in food manufacturing. Develop and lead voter intelligence, trends and polling work on key public policy issues affecting U.S. dairy to enhance advocacy and public affairs campaigns.

USDA

USDA Director of Communications

January 2021 - July 2021 (7 months)

Washington, District of Columbia, United States

Senior Executive Service - Appointee

International Dairy Foods Association (IDFA)

Senior Vice President of Public Affairs & Communications

April 2019 - January 2021 (1 year 10 months)

Washington D.C. Metro Area

The Rockefeller Foundation

Managing Director, Communications

January 2018 - April 2019 (1 year 4 months)

Greater New York City Area

Story Partners

Senior Vice President

December 2016 - January 2018 (1 year 2 months)

Washington D.C. Metro Area

Founder of Eat, Drink +Farm, the food, agriculture and nutrition practice at Story Partners public affairs

USDA

1 year 11 months

USDA Director of Communications

March 2015 - December 2016 (1 year 10 months)

Washington D.C. Metro Area

Senior Executive Service - Appointee

USDA Deputy Director of Communications

February 2015 - March 2015 (2 months)

Appointee

USAID

USAID Press Director and Spokesperson

March 2014 - February 2015 (1 year)

Appointee

Oxfam America

Director of Media and Public Relations

March 2013 - March 2014 (1 year 1 month)

Washington, D.C. and Boston, MA

USDA

2 years 2 months

Senior Communications Coordinator

February 2011 - March 2013 (2 years 2 months)

Washington D.C. Metro Area

Press Secretary

March 2011 - October 2011 (8 months)

USDA Foreign Agricultural Service (FAS)

Speechwriter and Spokesperson

March 2007 - February 2011 (4 years)

Washington D.C. Metro Area

Naples Daily News & National Publications

Reporter

August 2005 - May 2007 (1 year 10 months)

Bonita Springs, FL & Asheville, NC

Chemonics International
Communications Specialist
August 2003 - August 2005 (2 years 1 month)

Education

Syracuse University
Master's degree, Journalism · (2002 - 2003)

College of the Holy Cross
Bachelor's degree, English Language and Literature, General · (September
1995 - May 1999)

College of the Holy Cross
Bachelor's degree, English Literature · (1995 - 1999)