

RAPHAEL CHAVEZ-FERNANDEZ

(b)(6)

SUMMARY

Crisis-tested and results-driven manager with proven track record of addressing complex problems and driving collaborative decision-making. Acknowledged talent in project management, stakeholder cultivation, strategic planning, and communications. Proven leader with the capacity to identify and analyze future opportunities, implement vision to achieve desired goals, and execute comprehensive policy, political, and advocacy strategies.

SELECTED ACHIEVEMENTS

- Led transformation of U.S. senator's statewide operations to keep pace with constituent and stakeholder needs.
- Devised and executed strategy to secure robust, bipartisan support for state and local government fiscal COVID relief.
- Developed and executed strategy to build a durable and diverse coalition of 100s of supporters propelling a campaign to set the New Jersey record for most statewide votes in a mid-term.
- Managed policy/political responses in partnership with national and state/local stakeholders to challenges including a lead crisis, mass shooting, vaping illness outbreak, and the COVID-19 pandemic and ensuing recession.
- Managed all operations and logistics of a \$14 million statewide campaign, achieving an 11-point victory despite being outspent 3-1 by the opponent.
- Structured and staffed resilient governmental and political operations. Implemented institutional processes, administered multi-million dollar budgets, and achieved desired objectives.
- Oversaw efforts to build partnerships between the largest ride-hailing company and government entities, boosting local economic development and strengthening public safety.
- Led strategies to assist a prominent health insurer to navigate reform efforts by the State Legislature, public disputes with elected officials, and ACA repeal/replace consideration by Congress.

PROFESSIONAL EXPERIENCE

State Director / United States Senator Robert Menendez
Jersey City, New Jersey

May 2019 - Present

- Oversee all operations of 2 state offices, managing 18 employees and administering a \$1 million budget. Led restructure of statewide operation, including recruitment of 5 employees, office relocation, and analyzing, developing, and refining institutional processes to ensure the optimal provision of services to the most densely populated state in the United States (9,000,000+).
- Serve as principal advisor and representative of New Jersey's senior senator on all governmental and political matters, developing a comprehensive statewide strategy to engage a diverse electorate in support of national/state priorities with-in finance, foreign relations, banking committees. Primary contact for Governors, federal and state delegations, 500+ mayors, hospitals, national civic and religious leaders, and private sector stakeholders.
- Manage endorsements of federal, state, and local elected officials. Oversee policy/political responses in partnership with national and state stakeholders to challenges including a lead crisis, mass shooting, vaping illness outbreak, and the COVID-19 pandemic and ensuing recession.
- Advise on the development and revision of legislation and optimal legislative strategies. Coordinated efforts to secure robust, bipartisan support for state and local government COVID relief, equitable payment policies for hospitals, and comprehensive flood insurance reform.

Senior Associate / Mercury Public Affairs
Westfield, New Jersey

January 2016 - May 2019

- Led engagement strategies with Congress, gubernatorial administrations, state legislatures, municipalities, and relevant third parties to secure support for client priorities. Successfully led strategies to assist a prominent health insurer to navigate reform efforts, public disputes, and ACA repeal/replace. Managed and coordinated efforts to rebrand one of the nation's largest healthcare providers.
- Identified policy opportunities and provided succinct analysis on legislative, regulatory, and political actions that are of importance to the client's business interests. Successfully built partnerships between the largest ride-hailing company and government entities, boosting local economic development and strengthening public safety.
- Managed messaging and political strategy for state and local elected officials across urban, suburban, and rural regions. Authored proposals resulting in the successful procurement of 30+ new clients including Fortune 500 companies, trade associations, corporations, and non-profits.

Deputy Campaign Manager / Menendez For U.S. Senate
New Brunswick, New Jersey

March 2018 - November 2018

- Led all operations and logistics of a \$14 million campaign, managing a 15-person staff, and driving strategy implementation. Achieved 11-point victory despite being outspent 3-1 by the opponent.
- Responsible for direct oversight of field, communications, operations, GOTV, and ballot access. Successfully built a robust, durable, and diverse coalition of supporters propelling the campaign to set the New Jersey record for most statewide votes in a mid-term.
- Managed and executed a national strategic action plan to secure and deploy 60+ endorsements from elected officials, faith leaders, grassroots activists, labor unions, and political organizations across the U.S.
- Monitored and analyzed communications to identify opportunities. Organized and executed campaign launch with 3,000+ attendees, 15+ press conferences to maximize visibility, rapid response efforts, and targeting of opponent's vulnerabilities to control the narrative.

Advisor / United States Senator Robert Menendez
Newark, New Jersey

June 2013 - January 2016

- Provided policy and political direction related to transportation, immigration, labor, Latino, and foreign affairs issues. Led and coordinated efforts to develop and execute key national/ state priorities including rollout of the Affordable Care Act, comprehensive immigration reform, the Gateway Tunnel Project, and State Department initiatives pertaining to his position as Chairman of the Senate Foreign Relations Committee.
- Developed and executed annual strategic statewide plans to strengthen Sen. Menendez's status as the leading voice on assigned issues in New Jersey and the press, increasing visibility across 21 counties, overseeing 100+ events, and securing over \$20 million in federal funding for projects.
- Served as a representative in forums, communicated his legislative agenda, diagnosed problems within the state, and devised proactive responses. Cultivated and leveraged partnerships with 100+ elected officials, federal/state agencies, civic organizations, business groups, and other external stakeholders to identify alignment opportunities for the advancement of the senator's platform.

Legislative Aide / Assemblywoman Annette Quijano
Elizabeth, New Jersey

January - June 2013

- Led various district initiatives including "Are You Ready" program - a series of workshops aimed at addressing emergency preparedness.
- Developed and executed digital media strategy to enhance visibility and recognition. Designed constituent service guide to provide valuable information in an accessible format & facilitate the office's ability to address concerns effectively.
- Coordinated communications between legislators, state officials and agency personnel in the development and advancement of legislation.

AWARDS & RECOGNITIONS

- Recognized by InsiderNJ as one of the 30 under 30 top political operatives in New Jersey (2017)
- Recognized by Observer New Jersey as one of the 30 under 30 top political operatives in New Jersey (2016)

EDUCATION

Columbia University - School of International & Public Affairs, New York, N.Y.
Master of Public Administration: Management & Finance

Fall (b)(6)

Rutgers University, New Brunswick, N.J.
Bachelor of Arts: Political Science

January (b)(6)