

IAN SAMS

(b)(6)

Strategic communications expert and spokesman with experience across my career conveying policy objectives on the record, managing nearly 100 staff and helping coordinate advertising budgets in excess of \$8 million, and advising senior-level principals on communications, press, and messaging in seven state and federal campaigns, the U.S. Senate, and a presidential transition.

PROFESSIONAL EXPERIENCE

Biden-Harris Transition, Washington, D.C.

Communications Lead, Confirmations Team

Oct. 2020-Jan. 2021

- Led communications strategy and planning for the nominees for Secretary of Health and Human Services and Surgeon General as a volunteer communications lead.
- Crafted core message for nominees, developed message guidance and talking points, prepared nominees for interviews and meetings, planned and participated in all moot hearings and confirmation prep, provided nominees strategic communications advice about key narratives surrounding their nominations and policy issues.
- Developed and executed initial media plan for nominees post-announcement, including arranging interviews with *NBC's Meet the Press*, *Univision*, *Telemundo*, *the Los Angeles Times*, *Wall Street Journal*, and other media outlets and digital platforms.
- Coordinated with the President-elect's communications team on COVID-19 messaging, media opportunities, and planned events.
- Reviewed vetting materials to develop in-depth Q&A guidance on potential concerns with their record or nominations.

Independent Consultant, Washington, D.C.

Feb. 2020-present

- Managed cross-organization coronavirus polling and messaging project "*Navigating Coronavirus*" with *Navigator Research*, *Governing for Impact*, *The Hub Project*, and *Groundwork Collaborative*, managing 12 staff involved in the project across the organizations.
- Produced daily 5:45 AM messaging newsletter to 5,000+ stakeholders across the Democratic Party and progressive movement outlining message guidance informed by daily polling information on Trump's handling of coronavirus and the ongoing economic and public health response.
- Developed daily then weekly polls, identifying key messages to test and collaborating with polling team to update and expand areas of public opinion to measure.
- Provided coronavirus messaging and strategic briefings and advice to progressive organizations.
- Secured coverage with targeted framing in *The Daily Beast*, *Crooked*, *Mother Jones*, *Newsweek* and others. Project called "really smart" and "very useful" by *Pod Save America* host Dan Pfeiffer.
- Also serve as communications and media consultant for the national *Paid Leave for All* campaign, advising multi-organization advocacy campaign on budgeting for paid media, earned media opportunities, and strategic communications tactics.

Kamala Harris For the People, Baltimore, Md.

National Press Secretary

Jan. 2019-Dec. 2019

- Principal on-record spokesman for presidential primary campaign of California Sen. Kamala Harris.
- Managed a headquarters staff of three, as well as overseeing a state-based communications staff of eight. Also managed all policy rollouts, national media inquiries, news story development, proactive story pitches including opposition research, and a headquarters press team of three.
- Participated in candidate prep, including portraying opponents in mock debates, for all Democratic debates, as well as daily campaign strategy calls with consultants and senior campaign leadership.
- National TV surrogate for Harris campaign, including frequent appearances on CNN and MSNBC.
- Traveled with Harris and prepared her for interviews, media appearances and events.
- Wrote, edited and developed daily social media content for Harris' campaign accounts, including her then-3 million+ follower Twitter account.

Tim Kaine for Virginia, Arlington, Va.

Communications Director

July 2017-Dec. 2018

- Advised Sen. Kaine on communications and message as a senior aide and strategist in re-election campaign.

- Managed a three-person communications staff, led all strategic communications, and was principal spokesman for record-setting 2018 coordinated campaign that helped win 3 targeted congressional races; frequently traveled with the senator.
- Helped coordinate \$6 million TV ad budget, including script-writing on ads that aired, and poll and focus group language to align with campaign and candidate messaging.
- Ran Kaine's 1 million follower Twitter account. Developed and executed content for his 275,000-like Facebook page and 100,000+ follower Instagram account.
- Led all candidate debate prep for three statewide TV debates moderated by national media anchors NBC's Chuck Todd and PBS' Judy Woodruff and Robert Costa, including four full mock debates.

Tom Perriello for Virginia Governor, Alexandria, Va.

Communications Director

Jan. 2017-June 2017

- Led communications strategy and was principal spokesman for insurgent progressive Democrat during an aggressive five-month primary campaign.
- Managed five-person communications staff, as well as a three-person cutting-edge digital operation *The Washington Post* called "a savvy online campaign."
- Successfully built national profile for candidate as a next-generation Democratic leader, securing profiles in *The Washington Post*, *Politico Magazine*, *The New Republic*, *FiveThirtyEight*, and others.
- Led candidate debate prep for five statewide debates and three candidate forums.
- Coordinated \$2.5 million TV ad budget, including production with media consultants and writing ad scripts.

Hillary for America, Brooklyn, N.Y.

Regional Communications Director

Jan. 2016-Nov. 2016

Rapid Response Communications

March 2015-Jan. 2016

- Managed 60+ state communications staff during primary and general election to coordinate efforts with HQ priorities; managed state principal travel and event planning; responsible for five battleground states in general election, and more than 10 states in Democratic primary.
- On-record spokesman for domestic policy issues during the Democratic primary; developed and coordinated messaging and domestic policy proposal rollouts.
- Responsible for opposition research, messaging and placement in primary; planned and executed response and media materials in debate war room for 12+ GOP and Democratic primary debates.

Democratic National Committee (DNC), Washington, D.C.

Regional Press Secretary

Sept. 2013-March 2015

- Spokesman for 14 states; coordinated state party communications; responsible for rapid response and opposition messaging on GOP presidential candidates Chris Christie, Rand Paul, and Jeb Bush.
- Embedded as staff on the gubernatorial campaigns of Terry McAuliffe (VA) and Dan Malloy (CT).

U.S. Senator Tom Carper (D-Del.), Washington, D.C.

Press Secretary

Jan. 2013-Sept. 2013

Deputy Press Secretary

July 2012-Sept. 2012

Press Assistant

June 2011-June 2012

- On-record spokesman and primary press aide for the senator's Finance and Environment and Public Works Committee portfolios; wrote press releases, op-eds, statements, floor speeches, hearing questions, and talking points, and pitched and placed stories to national, regional and local media.
- Led digital presence for the office, expanding his Facebook and Twitter content significantly and assisting in the overhaul of the office website.
- Frequently staffed and traveled with the Senator in Washington and in Delaware, briefing him for events and managing interviews and media gaggles.
- Promoted twice within the office, from an entry-level junior aide to his primary office spokesman.

Carper for Delaware, Newark, Del.

Press Secretary and Digital Director

Sept. 2012-Dec. 2012

- Lead spokesman for Carper's successful 2012 re-election campaign in Delaware; wrote and executed all social media, website, and fundraising email content; traveled with and staffed Carper daily.

EDUCATION

The University of Alabama, Tuscaloosa, Ala. | Bachelor of Arts, May 2011, Summa Cum Laude