

JUSTO ROBLES

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Deputy Coalitions Director

Aug. – Nov. 2020 | Georgia

Biden for President / Democratic Party of Georgia

- Managed a constituency outreach team to build winning statewide coalitions for Biden for President with Latinx, labor, progressive, and arts leaders in emerging battleground state with 16 electoral votes and two highly competitive US Senate races.
- Led partnerships with businesses, community leaders, elected officials, and key groups including the Latinos con Biden Leadership Committee, local progressive organizations such as 159 Georgia Together, and labor unions including SEIU and IUPAT.
- Successfully mobilized strategic coalitions to reach new and infrequent voters through press conferences, issue-based events, volunteer recruitment, direct voter contact, and earned media opportunities.

Deputy Director & Chief of Staff

Jul. 2017 – Aug. 2020 | Sacramento, CA

Energy Independence Now

- Managed the day-to-day for a top nonprofit dedicated to advocating, messaging, and researching the economic and environmental impacts of zero-emissions transportation infrastructure.
- Led communication campaigns aimed at informing the public, stakeholders, and policymakers, through press engagements, policy briefings, social media, and public events - in close coordination with our most prominent supporters: Leonardo DiCaprio Foundation, Global Green, Honda, Toyota, USC Schwarzenegger Institute, etc.
- Directed nonprofit operations to include, budget management, media/public relations, public policy research, grant writing and reporting, fundraising and board development, and human resources.
- Oversaw and contributed to the publication of two reports on zero emission transportation and the clean energy economy: *Electrifying Clean Vehicle Incentives*, May 2019; *Renewable Hydrogen Roadmap*, May 2018
- Oversaw an annual budget of over \$500,000 along with managing consultants and negotiating contracts ranging from \$10,000 to \$100,000.

Deputy Digital Outreach Director

Dec. 2019 – Mar. 2020 | Sacramento, CA

Mike Bloomberg 2020

- Managed design and content team in California for the innovative digital outreach program that mobilized 2,500 active online supporters, created over 150 pieces of digital content, and engaged voters in targeted districts with over 100,000 genuine actions in groundbreaking short time.

Director of Private Sector Engagement – Schedule C

Mar. 2016 – Jan. 2017 | Washington, DC

Office of Transformational Innovation, U.S. Department of the Air Force

- Developed and executed innovative outreach efforts to advanced technology companies across the nation (e.g. clean tech, cybersecurity, health care IT, aerospace, robotics, etc.) with the goal of improving sector access to federal acquisition funding.
- Designed and executed high-level regional industry events to engage vital non-defense business communities in Washington, DC, Boston and San Francisco, enabling better collaboration and learning between USAF and a broad array of external partners.
- Collaborated with over 100 government and private sector entities to identify and engage new projects, trade events, and other opportunities for USAF to advance their diversified outreach to energy and advanced technology companies.
- Received the Department of the Air Force Award for Exemplary Civilian Service.

Travel Operations, Advance Lead – Schedule C

Jul. 2013 – Mar. 2016 | Washington, DC

Office of the Secretary of Defense, U.S. Department of Defense (DoD)

- Responsible for project managing 26 international and 21 domestic events, travel operations, and public engagement for Secretary of Defense in a fast-paced, no-fail environment.
- Negotiated logistics with representatives of foreign nations, local U.S. Embassy staff, conveners of multi-national events like the World Economic Forum and key stakeholders including academic institutions, business groups and celebrities.
- Briefed and staffed the Secretary, senior leadership, and VIPs around the clock from their arrival to departure, troubleshooting any problems that might arise in the high-pressure environment.
- Received the Secretary of Defense Medal for Outstanding Public Service.

White House - Defense Fellow, Department of Defense – Schedule C Aug. 2009 – Jul. 2013 | **Washington, DC**
Special Assistant to the Chief of Staff

- Worked closely with the White House National Security Staff to coordinate the DoD's participation in senior level meetings, including drafting briefing materials and tracking tasks and outcomes throughout the DoD. Coordinated public engagement opportunities for senior leadership.

- Awarded the Secretary of Defense Medal for Exceptional Public Service.

Office of Legislative Affairs, Office of the Secretary of Defense (OSD)

- Developed, coordinated, and implemented strategic legislative campaigns to advance the policy objectives of the DoD and the White House. Managed relationships with key bipartisan Congressional staff and drafted official correspondence.

Strategic Communications Planning (OSD Public Affairs), Special Assistant

- Drafted and coordinated internal communications and public affairs guidance to Departmental agencies.
- Led long-range public affairs planning and strategic communication efforts on issues pertaining to U.S. military operations and the defense strategy for Europe, Russia, Africa, and NATO.

Office of the Deputy Assistant Secretary of the Navy for Energy (Department of the Navy), Special Assistant

- Wrote speeches and press statements highlighting the Navy's work in energy innovation, resource development, and reduced energy consumption.

Correspondence Analyst

Apr. – Jul. 2009 | **Washington, DC**

Department of Homeland Security

- Coordinated communication between Secretary Janet Napolitano and other government entities. Duties include drafting, editing, and coordinating responses between Departments on behalf of the Secretary. Assisted the White House Liaison team in researching, vetting, and advising the development of advisory committees.

Battleground State Deputy Political Director

Jun. – Nov. 2008 | **Denver, CO**

Obama for America – Presidential Campaign (General Election)

- Implemented the political strategy of the national campaign for a vital swing state through the management and development of relationships with key elected officials and prominent leaders in Colorado, winning the swing state for the first time since 1992 with 53.6%.

Primary States Regional Political Director

Apr. 2007 – Mar. 2008 | **Chicago, IL**

Obama for America - Presidential Campaign (Primaries)

- Mobilized diverse community (e.g. Latinos, youth, etc.) vital primary voters in key states including Iowa, Nevada, New Mexico, and Texas; directed outreach with non-profit organizations, labor unions, elected leaders and other local political leaders. Held several positions as the primaries progressed through the early states: Nevada Youth Vote Director, New Mexico Latino Vote Coordinator, and West Texas Political Director.

OTHER EXPERIENCE

- Regional GOTV Director; Arizona Democratic Party – Phoenix, AZ (October - November 2016)
- Intergovernmental Affairs; Democratic National Convention Committee – Philadelphia, PA (July 2016)
- Fundraising Associate; Senator Michael Bennet National Committee – Washington, DC (Spring 2009)
- Campaign Manager; Norma Torres for Assembly, District 61 – Pomona, CA (Spring 2008)
- Podium Operations; Democratic National Convention Committee – Boston, MA (July 2004)

EDUCATION | CERTIFICATIONS

Bachelor of Arts – International Relations and Political Science

San Francisco State University

HBX CORE (Credential of Readiness) Certificate

Coursework in Business Analytics, Economics for Managers, and Financial Accounting

HBX | Harvard Business School

Top Secret Security Clearance (2010-2016)