

Betsy Hildebrandt

(b) (6)

E-mail: (b) (6)

Summary of Qualifications

Highly accomplished executive manager of complex organizations. Extensive experience developing and directing political, PR and issues campaigns across multiple platforms.

Professional Experience

U.S. Geological Survey

2017-2020

Associate Director – Communications and Publishing

Responsible for the strategic positioning of the agency with the media, Congress, coalition partners and the general public. Oversee the production of more than one thousand scientific publications issued by the agency each year.

- Manage a team of 150 professionals and a budget of \$7 million.
- Have successfully implemented a first of its kind strategic communications strategy for the agency, focused on better telling the USGS story
- Serve on the Executive Leadership Team, the Survey's senior leadership team responsible for long term strategy and management decisions.

U.S. Fish and Wildlife Service

2013-2017

Assistant Director – External Affairs

Oversaw all aspects of external affairs including public affairs, digital media, marketing, partnerships, and congressional relations. Responsible for strategic positioning of the agency during a time of decreasing budgets and increasing scrutiny of the agency's mission.

- Directed a major reorganization of the external affairs program to better align functions with communications needs.
- Managed a team of 30 professionals and a budget of \$5 million.
- Successfully implemented a non-traditional stakeholder initiative to expand and improve the relevancy of the agency's missions to demographic groups traditionally underserved.

U.S. Fish and Wildlife Service

2011- 2013

Chief of Staff

Served as senior strategist and advisor to the Director, coordinating Service activities with the policy agenda of both the Obama Administration and the Secretary of the Interior.

- Provide strategic and communications advice to the Director on policy implementation.
- Represent the Service's interest during the development of inter-Department and inter-agency policy positions.
- Meet with stakeholder organizations to both receive information and convey Service positions.

U.S. Department of the Interior – Washington, DC

2009-2010

Assistant to the Secretary and Director of Communications

Served as the lead communications advisor to the Secretary, responsible for the development and execution of all elements of the Department of the Interior's communications strategy including media relations, new media, and internal/employee communications.

- Managed high return media relations operation that garnered nearly 2500 media stories on national network cable and broadcast networks and in the nation's top print outlets, including the New York Times, Washington Post, Wall Street Journal, and USA Today
- Created the first ever New Media team at the Department, managed the re-branding and launch of the Department's external website.
- Created the first ever Internal Communications function at the Department, recruited and hired team to develop and execute an internal communications program in support of the Secretary's management goals. Launched first-ever Department level intranet site.
- Managed a team of 15 professionals and coordinate the communications activities across the Department's 9 Bureaus.

Fannie Mae – Washington, DC

Director, Housing & Community Development (HCD) Administration

Responsible for marketing communications for the division's equity and debt business lines including lender communications, message development, and sales enablement collateral.

Greer Margolis Mitchell Burns – Washington, DC

Senior Account Executive

- Wrote and produced radio, television, and print advertising for political candidates.

Fenn and King Communications – Washington, DC

Producer

- Wrote and produced radio, television, direct mail and print advertising for political candidates.

Education

Dartmouth College – Hanover, NH

AB History

Harvard University – Cambridge, MA

John F. Kennedy School of Government

Completed coursework towards Masters in Public Policy