

Rachel Kerestes

1609 Highland Dunes Way, Fernandina Beach, FL 32034

rkerestes@yahoo.com

202-415-5650

AAAS

Executive Director, Science is US

Washington, DC

2019—Present

Chief executive leading a foundation-supported initiative that unites science, engineering, industry, higher education and labor organizations in order to build a broad, bipartisan base of support for STEM.

- As founding Executive Director, build initiative from the ground-up by developing and building the organization's brand, strategic framework (vision, mission, theory of change), business model, staff and field team
- Directed the development and launch of a multi-faceted marketing, grassroots and public affairs campaigns to redefine "brand science" and advance science and engineering policy in ten states
- Led the Science is US Steering Committee (Board) through a multi-year strategic planning and organizational effectiveness project to position the initiative for future success and growth
- Chief fundraiser; secured multi-year, multi-million-dollar grants to support and build the initiative

Nareit

Vice President of Marketing

Washington, DC

2018—2019

Head of brand, marketing and marketing communications for preeminent commercial real estate trade association.

- Senior executive responsible for shaping organization's brand and building the industry's profile on Capitol Hill, on Wall Street and with the public
- Conceived and directed large scope brand, marketing, digital and communications initiatives that created new connections with members, investors, partners and policy makers
- Managed staff, consultants, budgets and department operations

Lutheran Services in America

Vice President of External Affairs

Washington, DC

2016—2018

Senior executive leader at \$21 billion network of nonprofit organizations responsible for leading communications, marketing, public affairs, government relations and events departments, budgets and teams.

- Promoted from Vice President of Marketing and Communications after six months
- Reimagined the brand, mission and purpose of a twenty-year old organization and developed the strategy to position Lutheran Services to be a leader—on policy, in communities and among peers
- Developed and implemented a multi-faceted communications strategy that doubled earned media placements and quadrupled social media engagements
- Conceived and led the successful #SaveMedicaid campaign which not only scored a major legislative victory, but also redefined the organization and its status as a leading public policy voice
- Member of four-person executive leadership team, managed and mentored staff, oversaw consultants and contracts and responsible for budgets, department operations and P&L

The Fratelli Group

Principal

Washington, DC

2012—2016

Senior executive and team leader at public affairs firm. Member of leadership group responsible for budgets, business development, long term strategy, HR and general operations.

- Specialized in helping clients create winning brand, communications and public affairs strategies
- Devised and led winning brand, marketing and communications campaigns ranging from CVS Health's cessation of tobacco sales to Achieve's support for education reform
- Designed, wrote and produced communications materials ranging from traditional tactics (website, brochure, advertisements) to new media (apps, social media, video)
- Coached CEOs, Ambassadors and grassroots advocates to communicate effectively to media, government officials and the public

MiresBall
Strategy Director

San Diego, CA
2009—2012

Chief strategist and senior executive leader at West Coast-based brand agency. Developed breakthrough brand strategies for clients and led agency marketing, public relations and business development operations.

- Created award-winning strategies and campaigns for global brands (Intel, Stanley Black & Decker, Qualcomm), market leaders (Ballast Point Brewing, Shure, Alere) and innovative nonprofits (UC San Diego Health Sciences, Arena Stage, Lux Art Institute)
- Developed and led a successful marketing and business development campaign that increased agency revenues by double-digits year over year
- Appeared regularly on local broadcast and in print in national and trade press providing expert brand analysis on a wide range of topics from Super Bowl ads to presidential campaign logos

National Strategies, Inc.
Vice President of Research

Washington, DC
2006—2008

Senior most executive responsible for research and strategy at state and local government marketing and public affairs consultancy. Member of firm's management committee. Led research department of 15 employees.

- Revamped research and policy division by streamlining procedures, developing project teams, appointing managers and creating opportunities for staff development
- Developed new and creative brand and marketing strategies for companies seeking to expand their sales with state and local government purchasers from passing laws to mandate the installation of carbon monoxide detectors to a brand marketing campaign to sell more effective boots to firefighters

Biotechnology Innovation Organization
Managing Director, Council for Biotechnology Information

Washington, DC
2004—2006

Directed coordinated media relations and public affairs programs in the United States, Canada and Mexico for biotechnology industry association.

- Managed multi-million-dollar cross-national programming budgets, staff, consultants and all operational activities
- Built and organized networks of grassroots allies in key states and regions to defeat anti-biotech legislation and referendums and to advance pro-biotech public policies

Lupus Foundation of America
Director of Government Relations

Washington, DC
2004—2004

Led government relations for national patient advocacy organization. Secured new appropriations for lupus research and treatment programs.

PhRMA
Director of Policy and Research

Washington, DC
2001—2004

Provided policy and strategic communications expertise to government relations teams at the preeminent pharmaceutical industry trade association. Led intellectual property campaign task force. Primary author on policy publications.

Center for Food and Nutrition Policy
Research Fellow

Washington, DC
2000—2001

Wrote and published print and digital articles that translate complex scientific research and concepts into a format easily understood by policy makers and the public.

**Council on Competitiveness – Tech Forum
Research Associate**

**Washington, DC
1999—2000**

Together with senior staff in the offices of Senators Bill Frist (R-TN) and Jay Rockefeller (D-WV) organized and produced monthly briefings for Congressional staff that made relevant science and technology policy issues accessible to the lay audience.

Education

M.P.P., Georgetown University, 2001

B.A., Mount Holyoke College, 1999

Major: Biology Minor: Politics

Volunteer Experience

DC Family and Youth Initiative

Member, Board of Directors

**Washington, DC
2021—Present**