



Devon Ford - Sacramento

- *Governmental Affairs and Coalition-Building Strategies*
- *Public Affairs Strategic Management*
- *Procurement*
- *Strategic Communications and Media Relations*
- *Event Coordination*

At California Strategies, Ford develops and executes public affairs strategies for some of the state's most prominent companies, candidates and organizations. Leaning on rich experience in public relations and public affairs, he manages a range of programs, from international campaigns to local event coordination, message development, media relations, advance work, and issues and crisis management.

Devon Ford provides California Strategies' domestic and international clients with counsel on government, international and media relations, strategic consulting, campaign management, message development and crisis management. His strategies often result in improving and protecting communities.

Since joining California Strategies, Ford has worked on numerous multi-level public education and outreach campaigns for public, private and non-profit clients.

Ford has assisted on numerous statewide campaigns, including helping to elect John Garamendi as Lieutenant Governor in 2006. Most recently, Ford co-managed the "Save Corti's" campaign, a local Sacramento grassroots movement to save a revered community grocery from being displaced by a hostile competitor. The campaign, though perceived as a long-shot, garnered enough public attention to reverse the competitor's pursuit and ensured Corti's existence at the store's original location.

Ford joined Burson-Marsteller's Sacramento public affairs practice in 2000. The following year, he led the Burson-Marsteller West Coast Insight and Ideas Group as a Research Specialist, providing research that delivered measureable results to clients around the world. He also served Burson-Marsteller clients by providing in-depth analysis and accurate forecasts on a number of issues. In this dual role, Ford's creative insights and research experience provided refreshing solutions for all parties.

Ford cut his teeth in public affairs when, as President of his high school Amnesty International chapter, he directed a letter-writing campaign that led to the release of a prisoner of conscience in the Ukraine - a man who'd protested the government distribution of radioactive milk following Chernobyl. Ford graduated with a Bachelor of Arts degree in anthropology from California State University, Chico in May of 1998. He has been invited by the Dean of the School of Behavioral Sciences at CSU Chico to be a guest lecturer for the Department of Anthropology, providing insight on the value of applied anthropology in the industry of communications.

Ford served as a counselor for severely emotionally disturbed boys for one year in 1999 and is also an Eagle Scout. He resides in Sacramento with his wife, son and daughter.

CareerBuilder has worked with Devon for the past several years at both the State and County level in California. Not only has Devon guided our initiatives, he constantly surpasses our expectations. He has made several excellent suggestions on different directions we should take our business strategy in California. We now have several long term partnerships throughout the State, and have used Devon's guidance to expand our offerings to this sector.

—Tony McHale, Government Solutions Consultant, CareerBuilder July, 2008

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Career Highlights:

Assisted with the successful political campaign to elect John Garamendi Lieutenant Governor of California

Co-managed the successful "Save Corti's" campaign

Led the Burson-Marsteller West Coast Insight and Ideas Group