

## TIM CLARK

Tim's seen a lot over his 30 years. From playing a key role in electing a President, to building public awareness on a national scale, and to defining specific target markets and building brands within those markets, Tim has a unique breadth of experience that allows him to see the entire communications landscape and create strategies that leverage your company's strengths within the marketplace.

Tim's expertise includes communications strategy, messaging, branding, public relations, and executive leadership. His creative messaging has been honored with national Telly and Pollie Awards for advertising excellence.

His distinguished career includes, among other roles, serving as:

- Executive Vice President for Marketing at RedBalloon.work, one of America's hottest startup companies,
- Senior Executive in the White House Executive Office of the President (EOP),
- Chief Communications Officer at the United States Patent and Trademark Office (a \$3.7 billion organization), and as
- Acting Assistant Secretary for Public Affairs at the U.S. Department of Health and Human Services HHS (a \$1.2 trillion agency with 85,000 employees).



Tim has been a fixture in candidate and issue campaigns at the highest levels. In 2016, Donald Trump asked him to manage his campaign in California, and then the southwest United States.

Tim currently serves as President & CEO of Clark Strategy Group, a branding and messaging firm. He's also a partner at Yosemite Strategies, one of the western US premier candidate and issue advocacy firms. Tim and Maya Clark have been married 34 years and are blessed with 5 daughters.