

CLAY DOHERTY

WASHINGTON, DC | +1(415)794-8162 (M) | CLAY@CLAYDOHERTY.COM

[HTTPS://WWW.LINKEDIN.COM/IN/CLAYDOHERTY](https://www.linkedin.com/in/claydoherty)

EXTERNAL RELATIONS & STAKEHOLDER ENGAGEMENT EXECUTIVE

Accomplished executive with an indelible reputation for delivering innovative business strategies and client-focused solutions that span the creative and strategic perspectives in external relations, stakeholder engagement, strategic convenings, marketing/communications, and public diplomacy.

Recognized for ability to lean into points of commonality between stakeholders to bridge cultural divides and create dynamic solutions that surpass expectations and set objectives.

- Stakeholder Engagement
- Corporate Affairs
- Strategic Partnerships
- Communication Strategies
- Strategic Convenings
- Cross-Sector Collaboration
- Leadership & Team Building
- Public Diplomacy
- Business Development

PROFESSIONAL EXPERIENCE

High Touch Engagement (2016 - present) Managing Director

Lead a broad sector of national and international outreach initiatives and partnerships that engage stakeholders, strengthen brand awareness, and produce measurable results while achieving fiscal and policy objectives.

- **United States World War One Centennial Commission** Increased awareness and private sector funding for the National World War One Memorial in Washington, DC by leading diplomatic initiatives and events including the campaign kick-off event on the *USS Intrepid*; the National Centennial Service of Remembrance at Washington National Cathedral; and "*First Colors*" the ceremony that officially opened the Memorial by President Joe Biden.
- **National Museum of American Diplomacy & "Madam Secretary"** Secured the donation of sets and props from the TV show *Madam Secretary* to be featured in the museum alongside "*Read my Pins*," the exhibit of the late Madeleine Albright's famous pin collection.
- **The 369th Experience Band & 2024 Macy's Thanksgiving Day Parade** Spearheaded the outreach campaign that secured an invitation to march in the parade. Made up of musicians from HBCUs, the band is a living memorial to the Harlem Hellfighters, the decorated African American regiment credited with bringing Jazz to Europe.
- **Roots of Peace & 2023 World Food Prize** Directed public engagement initiatives for the humanitarian organization dedicated to landmine removal and replanting of war-torn land. Efforts contributed to CEO Heidi Kuhn's selection as the *2023 World Food Prize Laureate*.
- **U.S. Agency for International Development (USAID)** Produced the first *International Forum on Accelerating the Transition to Renewable Energy in the Caribbean* at the GRAMMY Museum in Los Angeles on the margins of the *Ninth Summit of the Americas*. Efforts led to new public-private partnerships in the Caribbean region.
- **Carnegie Mellon University's Heinz College Washington, DC Public Policy Program** Crafted a new marketing campaign along with a website refresh to amplify the value proposition of the program. Efforts generated a more personalized narrative that increased domestic and international interest and applications in the program.

The German Marshall Fund of the United States (GMF) (2023) Managing Director, Strategic Convening

Brought in-house to rethink strategic convening inclusive of fundraising strategies and external relationships. Secured more than \$2M in new partnership funding. Conceived and designed a new national public diplomacy campaign to increase American support for Ukraine.

Strengthened stakeholder engagement with numerous organizational partners including the Public Diplomacy Division of NATO, Rotary International, and Amazon Web Services (AWS).

- **"Whistle Stop Tour for Ukraine" Campaign** Authored the multi-million-dollar national public diplomacy and advocacy initiative that has been fully funded by the *Howard G. Buffett Foundation*. The year-long enterprise currently underway is focused on increasing American support for Ukraine's victory, recovery, and reconstruction.
- **NATO Summit Public Forum 2023 Hybrid Event** Produced live studio audience event in Washington, DC for NATO stakeholders to participate virtually in real-time at the summit in Vilnius, Lithuania.
- **Brussels Forum** Secured the single largest corporate donation to the flagship annual convening of GMF. Sponsorship enabled public and private leaders to convene and discuss how to bring advanced technology to Ukraine's reconstruction.
- **In-House Production Studio** Conceptualized and secured funding for studio build-out, achieving a five-year-long goal of the organization. Enabled increased visibility and virtual participation in global events and the ability to accept short-fused media interview requests,

Franklin Delano Roosevelt Presidential Library and Museum (2016 – 2019)

Member, Board of Trustees

Appointed by the granddaughter of FDR to the governing body responsible for his library and the Roosevelt legacy. Chaired Communications Sub-Committee that oversaw messaging and identified new engagement opportunities.

United States Agency for International Development (USAID) (2010 - 2016)

Director of Protocol & Special Events (2013-2016)

Deputy Director/Acting Director, Office of Public Engagement (2010-2013)

Security Clearance: SECRET

Presidential appointee in the Obama Administration. Led strategic outreach initiatives and produced numerous events that successfully engaged public and private global stakeholders and effectively communicated the Congressionally mandated mission of USAID.

- **Frontiers in Development Forum in Partnership with Georgetown University** Produced the Davos-style forum for U.S. and foreign government officials, NGO, academic & corporate global leaders. Efforts enabled USAID to reassert its strategic convening role in international development and establish the *U.S. Global Development Lab*.
- **Special Advisor to the President of the Republic of Kosovo** for the largest diplomatic summit ever held in the country. Served as the U.S. Government Representative in the highest-level negotiations that led to the creation of the *Kosovo Women's Chamber of Commerce*.
- **Call to Action Global Health Summit, New Delhi, India** Led diplomatic engagement for the Governments of India, Ethiopia, and the United States. Efforts were praised by India's Minister of Health as being instrumental in obtaining unanimous approval of the *Delhi Declaration* by all 22 nations represented.
- **National Basketball Association (NBA)** Launched the first civil society partnership between USAID and the NBA in Dakar, Senegal. The partnership resulted in broad exposure for efforts across Western Africa and in the U.S.
- **Tropical Forest Alliance (TFA) 2020** In partnership with Unilever, developed the launch initiatives for TFA. Designed the brand identity that is still in use today by the World Economic Forum TFA Secretariat in Geneva.

No Limits Foundation, Washington, DC (2009-2010)

Senior Advisor, Communications and Public Affairs

Led communications, stakeholder engagement, and public affairs for the foundation set up by Hillary Clinton's presidential campaign leadership team to support efforts as Secretary of State.

Hollenbeck Associates, San Francisco, CA (2005-2009)

Senior Vice President (2007-2009)

Vice President, Communications and Public Affairs (2005-2007)

Recruited by the PR agency president to establish public affairs practice resulting in a new agency revenue stream and ability to create strategic partnerships for new and existing clients.

- **Focus Features Film Studios** Led public affairs initiatives in support of the premiere of the movie *MILK*. Efforts increased government attendance including Speaker Nancy Pelosi.
- **Avery Dennison & Zales Jewelers** Launched new product lines including the first Apple-compatible software for Avery. Zales blog led to a monthly feature in *In-Style Magazine*.
- **Trader Vic's Restaurant Group** Increased global brand awareness with strategic media campaigns that respected cultural sensitivities within operating regions around the world.
- **Philanthropic Partnerships** Connected agency clients with non-profit organizations resulting in over \$500,000 of direct support and ongoing strategic partnerships for clients.

PUBLICATIONS

Doherty, Clay. "Business Diplomacy: The Compass Rose of Foreign Markets." Master's Thesis. Fundação Getulio Vargas/Escola Brasileira de Administração Pública e de Empresas (Brazilian School of Public and Business Administration) (FGV/EBAPE), 2014.

EDUCATION

Corporate International Master's (CIM) Program

A partnership of leading business schools each conferring a separate, unique graduate degree.

- **Georgetown University, McDonough Business School** - Executive Master of International Business
- **ESADE Business School, Spain** - Corporate Master of Business Administration (MBA)
- **FGV/EBAPE, Brazilian School of Public and Business Administration** - Executive Master of Business Management

American University, School of Public Affairs - Master of Arts, Political Science

Parliament of Australia – Parliamentary Fellow (Foreign Affairs, Defense, and Trade)

Hampden-Sydney College - Bachelor of Arts, Political Science

United States Naval Academy - Coursework toward BSc, Political Science (Honorable Discharge)