

CLAY DOHERTY

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

STAKEHOLDER ENGAGEMENT, STRATEGIC COMMUNICATIONS, AND EXTERNAL AFFAIRS EXECUTIVE

Driving Growth, Innovation, and Cross-Functional Initiatives Aligned with Long-Term Strategic Vision

Results-driven executive and former diplomat with a proven track record in strategic communications, stakeholder engagement, and cross-functional leadership. Adept at driving corporate brand transformation, government relations, and market positioning to elevate organizational impact. Excel at developing and executing audience-focused initiatives that enhance engagement, strengthen brand credibility, and drive measurable business outcomes. Recognized for spearheading innovative programs that align organizational goals with strategic policy by leveraging partnerships, international collaboration, and data-driven insights. Proven ability to optimize operations, navigate complex government landscapes, and cultivate cross-sector high-impact networks.

- **Strategic Internal and External Communications**
- **Stakeholder Engagement & Communications**
- **Corporate Government Relations Strategy**
- **Corporate Positioning & Brand Identity**
- **Business Development & Strategic Partnerships**
- **Public Engagement & Business Diplomacy**

NOTABLE CAREER HIGHLIGHTS & IMPACT

- **Global Event Production:** Produced high-profile global events across six continents that have launched major public/private partnerships and initiatives including the U.S. Global Development Lab and the Tropical Forest Alliance which continues as an enduring legacy of the World Economic Forum.
- **Created Partnership** between Revelations Entertainment, CBS, and the National Museum of American Diplomacy, resulting in the donation of sets and props from TV show *"Madam Secretary"* to become a featured museum exhibit.
- **Conceived and Authored National Public Diplomacy Campaign** *"Whistle Stop Tour for Ukraine"* which secured \$2M+ in funding from the Howard G. Buffet Foundation to increase American awareness and support for Ukraine.
- **Served as U.S. Government Representative and Special Advisor to the President of the Republic of Kosovo;** Represented the U.S. Government in presidential-level negotiations leading to the adoption of the *Pristina Principles*.

PROFESSIONAL EXPERIENCE

Q2IMPACT | Washington, DC

2024 – present

Implementing Partner for major international programs for State Dept, Defense Dept., USAID, and other international organizations.

Managing Director, Strategic Engagement Lead strategic engagement across communications, marketing, and government relations to elevate Q2IMPACT's global initiatives and outreach. Responsible for driving internal and external efforts that amplify the organization's impact, transforming insights into actionable and sustainable strategies.

- Led corporate brand transformation and marketing strategy inclusive of a new website in a condensed two-month timeline. Successfully repositioned Q2IMPACT for new business growth amid USAID foreign assistance shutdown, driving increased visibility, business interest, and new contracts in a specialized industry.
- Elevated executive leadership by securing interviews on global media platforms including CNN International.
- Increased social media engagement on LinkedIn by 40% in 3 months by deploying a strategic, targeted campaign to align our corporate narrative with current events of the day.
- Implemented first-ever corporate government relations strategy to engage U.S. government officials. Efforts strengthened the Q2IMPACT value proposition as a USG implementing partner. Established new relationships with Congress and the Executive Branch that fostered dialogue on how to support improving government data systems.

High Touch Engagement | Washington DC

2016-2024

Consultancy specializing in design of customized stakeholder engagement and organizational relationship management strategies.

Managing Director Led strategic outreach and engagement initiatives for clients across national and international platforms, enhancing public involvement and awareness while achieving business objectives and policy outcomes.

- Led event production and diplomatic engagement for the U.S. WWI Centennial Commission that raised \$44M to build the National WWI Memorial in Washington, DC. Events included the "First Colors" ceremony with President Biden.
- Served as stakeholder engagement advisor to the *National Museum of American Diplomacy, Department of State*. Established a partnership that led to the donation of sets/props from TV show *"Madam Secretary"* to be featured exhibit.
- Led public engagement initiatives for non-profit organization *Roots of Peace*, contributing to CEO Heidi Kuhn's selection as the 2023 World Food Prize Laureate for her work in landmine eradication and agricultural land restoration.

The German Marshall Fund of the United States (GMF) | Washington, DC

2023

Non-partisan American public policy think tank promoting cooperation between North America and the European Union.

Managing Director, Strategic Convening Brought in-house to reimagine and develop a new convening strategy for GMF. Supervised staff in Washington, DC, and Brussels. Supported events, fundraising, and external relations, strengthening relationships with existing GMF partners, pursuing new partnerships, and liaising with global stakeholders.

- Authored a multimillion-dollar national public diplomacy campaign funded by Howard G. Buffett Foundation to increase American support for Ukraine's victory, recovery, and reconstruction.
- Produced virtual portion of NATO Summit Public Forum 2023 from DC for policymakers to participate in live debates.
- Created strategic initiative that secured \$150K to build in-house production studio, achieving a 5-year goal in 6 months.

United States Agency for International Development (USAID) | Washington, DC**2010-2016***The federal agency of the United States Government that oversees and implements all non-military foreign aid.*

Director of Protocol & Special Events (2013-2016) Appointed by President Obama to serve as inaugural Senior Advisor to USAID leadership for diplomatic engagement and international protocol. Produced 60+ stakeholder events and facilitated 200+ visits of high-ranking government officials annually. Managed team of 20+ and \$2.5M+ budget.

- Produced the *White House Summit on Global Development* for 800 public and private stakeholders, showcasing the Obama Administration's 8-year achievements in international development and foreign assistance; received Letter of Commendation from the White House Communications Agency (WHCA) for direct support of President Obama.
- Conceived and led the expansion of the *USAID Memorial Wall*, establishing the first-ever tribute to fallen contractors and implementing partners. Led interagency process resulting in GSA approval for the permanent installation of memorial and first-ever U.S. and USAID flags, creating a dignified and enduring memorial space. Recognized by USAID leadership as one of the most significant personnel achievements in the 50+ year history of the agency.
- Directed public engagement of the *Tropical Forest Alliance 2020*, producing USAID/Unilever events that established public-private partnership to implement initiative. Designed enduring brand identity that is still being used by the *Tropical Forest Alliance Secretariat* at World Economic Forum, Geneva, Switzerland.
- Managed diplomatic engagement for India, Ethiopia, and United States at *Acting on the Call Global Health Summit* in New Delhi, India; efforts recognized as instrumental in securing agreement on *Delhi Declaration* by 22 Nations.
- Launched USAID partnership with National Basketball Association (NBA) in Dakar, Senegal, increasing stakeholder engagement and achieving extensive media coverage for initiatives across the U.S. and Africa.

Deputy Director (Acting Director) - Office of Public Engagement (2010-2013) Presidential Appointee charged with managing USAID's public engagement, led strategic outreach initiatives, and designed events for domestic and international stakeholders. Supervised staff of 10 and oversaw strategic planning and \$2.5M+ budget.

- Produced \$1.2M USAID *Frontiers in Development International Development Forum*, a Davos-style event for 800 U.S. and foreign government officials, NGO, academic, and corporate global leaders; re-established USAID as a thought leader in international development resulting in the creation of the *U.S. Global Development Lab*.
- Appointed Senior U.S. Government Representative and Special Advisor to President of Republic of Kosovo to lead production of Kosovo International Women's Summit that established the Pristina Principles on women's rights.

Hollenbeck Associates | San Francisco, CA**2005-2009***Award-winning boutique public relations firm based in San Francisco and Palm Springs.*

Senior Vice President (2007-2009); Vice President, Communications & Public Affairs (2005-2007) Led staff of 8 while designing and implementing client communications and engagement strategies. Oversaw daily agency operations including client acquisition, public affairs execution, and event coordination.

- Led public affairs for Focus Features' world premiere of the movie "*MILK*" starring Sean Penn. Established new studio relationships and increased attendance by government officials including House Speaker Nancy Pelosi.
- Established philanthropic partnerships between clients and nonprofits, generating \$500K+ new funding.
- Secured largest agency client, Avery Dennison; launched new product lines incl. first Apple-compatible software.

Additional experience includes Executive Director, LGBT Leadership Council, Democratic National Committee (DNC); Finance Director, Democratic Party of Wisconsin; Contracted Arms Control Policy Analyst, Office of the Secretary of Defense.

PUBLICATIONS

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

Master-level thesis that introduced the concept of the "Liability of Governance" into the lexicon of Business Diplomacy studies.

EDUCATION**Corporate International Master's (CIM) Program**

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

Executive Masters, International Business – Georgetown University, McDonough School of Business

Corporate MBA – ESADE Business School, Spain

Executive Masters, Business Management – FGV/EBAPE, Brazilian School of Public/Business Administration

Master of Arts (MA), Political Science – American University, School of Public Affairs

Bachelor of Arts (BA), Political Science – Hampden-Sydney College

Coursework for Bachelor of Science (BSc), Political Science – U.S. Naval Academy (Honorable Discharge)

Parliamentary Fellow, Joint Standing Committee on Foreign Affairs, Defense, and Trade – Parliament of Australia