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# John D. Krohn

A proven government and public relations executive with a clear record of success

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## Professional Experience:

### **FTI Consulting – Washington, D.C**

**June 2011- Present**

*International Consulting Firm Providing Business Services for Global Organizations and Corporations.*

#### **Vice-President/Director**

- Communications director for *Energy In Depth*, a research and public outreach campaign focused on hydraulic fracturing, or “fracking”, and developing natural gas from shale resources. Designed and implemented national and regional media strategies on behalf of the nation’s largest oil and natural gas producers. Developed campaigns for the Colorado, California, New York, North Carolina, Ohio, Pennsylvania, and Washington, D.C. media markets. In 2012 alone, secured over 150 media hits in six months including an appearance on *Good Morning America* and placements featured by the *Associated Press*, *Reuters*, *Bloomberg*, *Philadelphia Inquirer*, *the Hill*, *Cleveland Plain Dealer*, *E&E News*, *Politico* and *Bloomberg BNA*. Required utilization of in-depth technical knowledge on industry-wide and crises issues. Skills utilized include pitching reporters, drafting press releases and issue alerts, creating and maintaining micro-sites for specific projects and utilizing social media to advance messages.
- Directly developed and implemented messaging and media strategies for large energy companies and coalitions. On behalf of just one client secured over 70 earned media hits reaching nearly 79 million people. This included managing media engagement for a series of energy summits featuring the 2012 U.S. presidential candidates. Other projects included drafting and placing opinion-editorials for a sitting governor and lieutenant governor in the *Wall Street Journal* and *New York Times* respectively. As a result of these efforts, and others, the client was featured by the *Associated Press*, *Wall Street Journal*, *New York Times*, *Washington Post*, *Washington Times*, *Politico*, *The Hill*, *Human Events*, *Fox Business News*, *CNN*, *C-SPAN* and *Fox News* among others.
- Managed and provided strategic direction for client accounts totaling \$670,000 in annual revenues. Also expanded firm’s revenues by \$300,000 through securing new business and increasing existing responsibilities.
- Created and oversaw completion of multiple special projects including the film “Truthland.” Developed and executed a 50 stop screening tour in 16 states, including a screening in the U.S. Capitol. The effort gained more than 380 media hits including over 35 full length features of the film itself.

### **National Association of Clean Water Agencies (NACWA)- Washington, D.C.**

**September 2009- June 2011**

*National Trade Association with 300 Members in the United States*

#### **Manager, Legislative Affairs**

- Developed and implemented a strategy that resulted in the unanimous passage of legislation requiring federal payment of stormwater management fees levied by local municipalities, an issue that stymied the community of practice for many years. By strategically working with Members of Congress, and mobilizing aides, association personnel and industry experts, the legislation was passed 9 months after undertaking the initiative. A record for

the association and a significant career accomplishment given the previous inability to achieve consensus.

- Primarily responsible for driving the Association's legislative agenda in the United States Congress. Legislative areas of expertise included water infrastructure funding and the implementation of dedicated revenues, enhancing regulatory flexibility and prioritization under the Clean Water Act, Clean Air Act, Safe Drinking Water Act, and limiting pollution into the nation's waters.
- Worked closely with leadership in the U.S. House of Representatives and Senate, key majority and minority personnel on the House Transportation and Infrastructure Committee, House Natural Resources Committee, Senate Energy and Natural Resources Committee, Senate Environment and Public Works Committee and the House and Senate Interior, Environment and Related Agencies Subcommittee.
- Led the Association's efforts identifying and responding to areas of emerging concern including the impacts of climate change on water utilities, the treatment of produced hydraulic fracturing wastewater by POTWs, chemical security requirements at water utilities and the emergence of pharmaceuticals in waters throughout the United States. The knowledge gained, and publications developed, helped position the Association as the industry expert on 21st Century water quality challenges.

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### **Carmen Group, Inc- Washington, D.C**

**February 2005- September 2009**

*Boutique Consulting Firm Specializing in Legislative and Public Affairs*

#### **Associate, Legislative and Public Affairs, Water Resources, Environment and Transportation Practice**

- Designed and implemented governmental relations strategies for large public and private sector clients with key members of the White House, federal agencies and the United States Congress. Acted as a policy advisor for clients with congressional committees and subcommittees and federal agencies including the U.S. Bureau of Reclamation, Army Corps of Engineers, Environmental Protection Agency and Department of Transportation.
- Accomplished significant results using leverage points when needed and other strategic research. Assisted state and local entities in understanding, communicating and working within federal agencies and Congress to achieve project approvals and appropriations. Material part of teams that secured hundreds of millions of dollars in federal funding, including a \$114 million award for an environmental restoration project in northern California.
- Created, organized and lobbied appropriations requests for state and local entities. In FY 2008, created and advanced requests for over 20 clients totaling \$601,907,000 in three different appropriations bills, securing tens of millions of dollars in funding and greatly exceeding previously identified goals.

### **United States Marine Corps- Folsom, Pa.**

**July 1998-July 2003**

#### **Corporal/ Squad Leader**

- Deployed as part of Operation Iraqi Freedom. Interacted as Senior Non-Commissioned Officer (NCO) with Company Grade Officers, Staff Non-Commissioned Officers in order to execute mission orders. Attended and graduated from Officer Candidates School in Quantico, Virginia. Received numerous accolades including the Selected Marine Corps Reserve Medal (numerous awards) and a Presidential Unit Citation.

### **Office of United States Senator Arlen Specter- Scranton, Pa.**

**April 2001- August**

**2001**

#### **Legislative Intern**

- Assisted with constituent casework concerns, wrote professional correspondence on behalf of Senator Arlen Specter. Was primarily responsible for developing and analyzing policy on a district level regarding National Park Service operations in the Delaware Water Gap as well as matters of international affairs.

Philanthropic Experience:

### **Surfrider Foundation- Capitol Chapter, Washington, D.C.**

**June 2008- June 2011**

*Local Chapter of national foundation with 500 volunteers and \$35,000 budget*

#### **Chair / Board Member**

- Manage chapter activities, budget and volunteers. Responsible for a \$35,000 budget and developing volunteer and social activities for approximately 500 volunteers. Conducted annual fund raising through events and soliciting personal contributions.
- Developed and successfully applied for a grant proposal resulting in a \$10,000 award to design and build a community park and rain garden in a developing neighborhood in Washington, D.C.
- Developed strategic campaign and organized volunteers and activists to pass landmark legislation to reduce the use of disposable bags to help the District of Columbia comply with their Total Maximum Daily Load (TMDL) for trash entering the Anacostia River.
- Assisted national staff with legislative insight and analysis in conjunction with Surfrider's federal agenda. Drafted and presented congressional correspondence and comments before the Council on Environmental Quality and the National Oceanic and Atmospheric Administration (NOAA).

**Education:**        **The Pennsylvania State University - University Park, PA**  
Bachelor of Science- Crime, Law, and Justice (with emphasis on national security and counter-terrorism) Minors: Psychology and Business Administration

**Awards:**        Carmen Group Proven Leader Award (2008); Marine of the Quarter recognition (2003/2004); United States Marine Corps Certificate of Commendation (1999/2000).