

# KLINK CAMPAIGNS

Public Affairs • Political Consulting

## **Matthew Klink Owner and President**

Matt Klink has more than 20 years of experience working on complex, controversial and high-profile issues for public and private sector clients, as well as candidates for elected office. Whether building broad-based opposition to delay proposed legislation in the United Kingdom, stopping a toll road through a California state park or helping obtain approval for a cable franchise ownership change in the City of Los Angeles, Klink utilizes the experiences and skills he learned working on political campaigns to help his clients achieve results.

Throughout his career, Klink has worked for numerous clients encompassing a range of industries and subjects, including oil and natural gas, energy, fast-moving consumer goods, healthcare, pharmaceutical, cable, telecommunications, finance, retail, sports and entertainment, and a host of other heavily regulated industries. Additionally, Klink has worked on candidate and initiative campaigns at the federal, state and local levels, where he has performed a variety of roles that include general consulting, campaign management, media consulting, campaign spokesperson, direct mail design and production, and coalition building.

Matt is an adept communicator skilled at crafting and implementing strategic campaign and crisis communication programs. He has substantial experience in integrating grassroots outreach and alliance development efforts to support lobbying activities. An award-winning writer, Klink has developed effective messaging and captivating copy to meet a variety of client needs, including targeted direct mail, speeches, brochures, op-eds, and other types of traditional, on-line and digital materials. Skilled at working with the news media, Matt has functioned as a spokesperson and primary media contact for a number of corporate clients and statewide initiative campaigns. He has appeared on national and local television news broadcasts on behalf of his clients and offered political analysis and commentary.

Matt's past work experience includes a senior-level position as Director Government Affairs for Philip Morris International, based in Lausanne, Switzerland. He led a team that created and executed communications and stakeholder outreach programs on regulatory and fiscal issues in more than 35 countries on six continents. Prior to that, Klink was an owner of Los Angeles-based Cerrell Associates, where he led the firm's dynamic campaigns and issues management practice. Matt also worked as a corporate communications consultant to America Honda Motor Co., Inc. and, while living in Arlington, Virginia, as a media consultant to candidates for U.S. Congress and the Virginia House of Delegates.

Klink, an avid baseball fan, holds a MA in political management from The George Washington University's Graduate School of Political Management and a BA in history from the University of California at Berkeley.

13007 Woodbridge Street ♦ Studio City, California 91604

☎ +1 (310) 283-6267

✉ [matt@klinkcampaigns.com](mailto:matt@klinkcampaigns.com)