

# MATT MLYNARCZYK

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## EXECUTIVE MANAGEMENT

### *Trade Association Management • Program Development • Policy Advocacy*

Results-oriented leader with 25 years' experience working with leadership of trade associations, federal agencies, corporations, and political organizations. Creative problem-solver who works well under pressure and projects confidence in fast-paced and unpredictable environments. Hands-on executive who builds and mentors teams that thrive. Track record of increasing revenue while spearheading operational improvements that increase productivity and reduce costs. A natural connector who builds relationships that provide substantial value. Substantial experience in the freight transportation, critical infrastructure, and healthcare sectors.

## CORE COMPETENCIES

- Change Management
  - Innovation Leadership
  - Membership Growth
  - Organizational Governance
  - Policy Advocacy
  - Relationship Building
  - Staff Development
  - Stakeholder Engagement
  - Strategic Planning
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## PROFESSIONAL EXPERIENCE

**Advocatus Group, LLC** – Alexandria, Va.  
**President**, February 2002 – Present

*Provide executive leadership to public affairs firm offering time-sensitive solutions to trade associations, federal government agencies, corporations, and political organizations*

- Manage budgets up to \$10 million
- Lead all business operations, strategic planning, and administrative management with responsibility for all bottom-line elements
- Direct cross-functional teams of 20+ consultants and staff
- Shape, protect, and promote reputation and brand
- Advance policy and business objectives
- Generate earned media to communicate policy and business objectives to targeted media and policymakers
- Build and manage coalitions that unite divergent stakeholders

### **Key Achievements**

- Increased year-over-year revenue for 16 of the last 18 years
- Developed and directed strategic communications, government relations, and Intermodal Expo programs for the Intermodal Association of North America for more than a decade
- Increased private sector stakeholder engagement over 200% for the U.S. Department of Homeland Security's National Infrastructure Advisory Council, Critical Manufacturing Sector Specific Agency, and Critical Infrastructure Partnership Advisory Council
- Increased membership revenue more than 10% for the National Federation of Republican Women following three years of decline
- Developed and managed the Centers for Medicare and Medicaid Services' largest and most effective beneficiary outreach and awareness campaign – the launch of Medicare Part D
- Boosted revenue 14% for TracFone Wireless' SafeLink brand by spearheading a federal relations advocacy program that expanded program subscriptions by over 9%
- Advanced White House domestic and international policy initiatives by providing operational and logistical support to several U.S. Presidents, Vice Presidents, and Cabinet Secretaries

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**National Private Truck Council** – Alexandria, Va.

**Director, Government and Public Relations**, May 1997 – July 2000

*Developed the transportation policy objectives of Fortune 500 companies with substantial truck fleets (such as Walmart, CVS, and Frito-Lay); advocated them before the legislative and executive branches; and promoted Council activities to policy and industry stakeholders*

- Directed all government and public relations initiatives for a \$2.5 million revenue trade association
- Served as senior advisor to the president & CEO
- Managed a team of three

**Key Achievements**

- Rebranded the government relations department and its programs to better communicate the Council's transportation policy objectives to the Legislative and Executive Branches
- Spearheaded Legislative and Executive Branch outreach initiatives to enhance awareness of the Council's policy objectives and educational programs
- Became a trusted source to Congressional staff by relentlessly instructing them on how, and why, NPTC's transportation policy objectives differed from other motor carrier-related associations

**Bob Dole for President** – Washington, D.C.

**Senior Lead Advance Representative**, September 1995 – December 1996

*Managed national campaign logistics and candidate operations for presidential candidate and U.S. Senate Majority Leader Bob Dole, including major policy announcements, debate appearances, and campaign rallies*

- Managed a \$3+ million budget
- Directed large cross-functional teams in 32 states to meet the logistical needs of the campaign and traveling national media
- Designed and implemented more than 125+ primary and general-election campaign media events

**Commonwealth of Virginia, Office of the Governor** – Washington, D.C.

**Director of Special Projects, Virginia Liaison Office**, August 1994 – September 1995

*Managed policy event operations and transportation-related issues for Virginia Governor George Allen*

- Coordinated with cross-functional teams to plan and implement media events that promoted the Governor's policy initiatives in Northern Virginia
- Tracked federal transportation legislation that could impact the Governor's transportation policy objectives
- Managed meetings between Virginia Cabinet Secretaries, Members of Congress, and federal agency leadership

**American Trucking Associations, Inc.** – Alexandria, Va.

**Executive Director, National Freight Claim & Security Council**, May 1993 – August 1994

*Served as the U.S. trucking industry's subject matter expert on motor carrier and freight security*

- Led all business operations, strategic planning, and administrative management with responsibility for all bottom-line elements of a 400-member "association within an association"
- Developed national security policy for the U.S. trucking industry
- Advocated the Association's interests to the Legislative and Executive Branches

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**EDUCATION**

B.S., Management – Clemson University, Clemson, S.C.

M.A.M., Association Management – The George Washington University, Washington, D.C. (*incomplete*)

Certificate, Association Management – University of Arizona, Tucson, Ariz.