

LYNDA TRAN

STORYTELLER AND CHANGEMAKER

EXPERIENCE

FOUNDING PARTNER

270 Strategies | Feb 2013 - present

- Develop public engagement strategies for campaigns, companies, and causes across the globe with special focus on strategic planning, advocacy, and storytelling
- Coach and train political, nonprofit, and corporate leaders
- Helped build company from ground up, scaling to 90 employees across three cities at its largest, serving more than 350 clients in more than 20 countries
- Co-created and marketed a company brand that has generated more than \$140 million value in earned media coverage in its first years
- Clients have included Breakthrough Energy, the Environmental Defense Fund, Oxfam America, United Way Worldwide, Families Against Mandatory Minimums (FAMM), the Black Economic Alliance, the Economic Security Project, Ready for Hillary, OneVoice, D.C. Public Schools, and some of the country's most-watched congressional and gubernatorial races

POLITICAL CONTRIBUTOR

CBS News | Nov 2015 - present

- Political analyst for one of the nation's largest and oldest news media organizations
- Providing regular commentary on breaking policy and political news
- Extensively covered the 2020 and 2016 presidential cycles, 2018 midterm elections
- Wrote regular column for CBSNews.com during the Trump Administration
- One of the network's original commentators for its award-winning 24-hour streaming news channel CBSN

BOARD MEMBER

Higher Ground Labs | May 2017 - present

- Supported ideation and early inception of what has grown to be the Democratic Party's primary accelerator / incubator of groundbreaking campaign technology
- Mentor and advise new portfolio companies, provide ad hoc counsel to founders

BOARD MEMBER

Battleground Texas | Sept 2015 - present

- Helped launch grassroots organization on heels of 2012 presidential election dedicated to expanding the electorate, growing bench of Democratic talent, and making state more competitive
- Guide national communications efforts and overall organization-building strategy

DIRECTOR, ADVOCACY AND GOVERNMENT RELATIONS

Gates Ventures | Nov 2019 - Dec 2020

- Senior strategist for Breakthrough Energy, Bill Gates' multibillion dollar network of climate-focused investment funds, nonprofit and philanthropic programs, and policy campaigns
- Developed organization-building strategy and top tier advocacy campaign plans - including overarching approach, budgets, and staffing
- Drove brand positioning strategy, crafted narrative, and designed storytelling apparatus - including creative content, scripting, website and all online platforms
- Coordinated and fostered collaboration across Gates Ventures and Breakthrough Energy senior leadership teams
- Managed all external consultants - communications, political strategy, data visualization and analytics, message research, digital, creative, and website dev

Lynda is a longtime organizer and communicator with more than two decades experience advancing public policies, building winning campaigns, and supporting movements that improve people's lives

Written commentary and news reels from the 2020, 2018, and 2016 electoral cycles are available at www.lyndatran.org

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EXPERIENCE (CONTINUED)

DIRECTOR OF COMMUNICATIONS - NHTSA

U.S. Department of Transportation | June 2011 - Feb 2013

- Senior communications strategist and lead spokesperson for the National Highway Traffic Safety Administration, serving as one of the five presidential appointees at the helm of the nation's top automotive safety agency
- Steered NHTSA through numerous communications crises and helped inform key policy decisions by Transportation Secretary Ray LaHood, NHTSA Administrator David Strickland, and Obama White House officials
- Oversaw the agency's nationwide earned and paid media efforts, including messaging on federal regulations, new automotive safety technologies, and vehicle fuel economy, as well as nearly \$30 million each year dedicated to NHTSA's "Click It or Ticket" and "Drive Sober or Get Pulled Over" campaigns
- Developed and launched "Where's Baby" national vehicular heatstroke awareness campaign
- Led team of 40 agency staffers with responsibility for press, marketing, and digital strategies operations
- Developed national communications plan, crafted narrative and priority messaging, and coordinated national and local media events
- Vetted and approved all critical public messaging for the agency
- Served as chief communications liaison to the Office of the Secretary of Transportation, staffed the Secretary on all agency issues

NATIONAL PRESS SECRETARY

Organizing for America | Jan 2010 - May 2011

- Chief spokesperson for President Obama's grassroots organization, working within the Democratic National Committee (DNC)
- Helped build grassroots support for President Obama's top policy initiatives, most notably the Administration's successful drive to pass historic health care reform
- Hired, mentored, and managed staff at headquarters in Washington, DC and key battleground states around the country
- Helped shape narrative strategy and coordinated across the White House political affairs and advance teams and the organizing and communications teams housed at the Democratic National Committee during the 2010 midterm elections
- Generated extensive coverage and maintained relationships with key reporters in national media outlets and political press corps
- Developed national communications plan and coordinated national and local media events
- Wrote priority talking points, vetted and approved all critical public messaging on OFA for both DNC and OFA use
- Led message and media trainings for OFA national staff, state-based staff, and top OFA volunteers

COMMUNICATIONS DIRECTOR

Office of Governor of Virginia | Dec 2008 - Jan 2010

- Lead communications strategist and spokesperson for Timothy M. Kaine, the 70th Governor of the Commonwealth of Virginia, serving on the core Leadership Team of the Executive Office
- Developed a comprehensive public messaging strategy to cement the Administration's legacy and managed breaking news on some of the most prominent events in the history of the Commonwealth
- Generated and managed coverage in local and national media outlets – ranging from the daily reporting of the Richmond capitol press corps to the Governor's appearances on cable and Sunday news shows
- Developed communications plan and coordinated media events statewide
- Directed press office staff and Constituent Services team, and managed online properties for the Commonwealth – including the state's award-winning American Reinvestment and Recovery Act website
- Wrote key talking points, speeches, and opinion pieces and approved all public materials pertaining to the Executive Office and Cabinet Secretariats

CAMPAIGN COMMUNICATIONS

Service Employees International Union (SEIU) | Feb 2001 - Dec 2008

- National communications director for SEIU's Property Services Division
- Over eight years in the labor movement, served as spokeswoman on issues including banking reform and health care, and helped lead worker organizing efforts such as the Houston Justice for Janitors Campaign that garnered local, national, and international media coverage
- Developed and executed plans for union organizing and bargaining campaigns – including paid and earned media, online engagement, design and production of websites and direct mail
- Wrote news releases, talking points, speeches, op-eds, background pieces, fact sheets, leaflets, mailers
- Led media trainings for union leaders, members, and not-yet-union workers
- Designed, scripted, and managed the production of major national conferences and conventions

DEPUTY CAMPAIGN MANAGER

Chuck Hopson for State Representative | Aug 2000 - Nov 2000

- Organized and supervised all volunteer activities on Texas State House race during general election
- Designed, budgeted, and supervised Get-Out-the-Vote program for Leon County (United States Congressional District 5, Texas House District 11)

EDUCATION

GEORGETOWN UNIVERSITY

Master of Public Policy | May 2004

Course of study: International Policy and Development

Honors and activities: Final Paper published in Georgetown Public Policy Review Fall-Winter 2005-2006, Teaching Assistantship in Macroeconomics Spring 2004

UNIVERSITY OF PENNSYLVANIA

Bachelor of Arts | May 2000

Course of study: Double major in Communication, French

Honors and activities: Graduated Magna Cum Laude, Dean's List 1997-2000

PERSONAL

LANGUAGES

Vietnamese, French, conversational Spanish