

# **Sam Rodriguez**

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## **Summary of Qualifications**

- Expertise in managing advocacy, legislative and public affairs
- Highly skilled in developing policy, regulations and legislation
- Regulatory knowledge in the following industries: Food, Cannabis, Health Care, Telecommunications, Technology, Taxes, Workforce Development, Energy, Science and Economic Development and Applied Education

## **Professional Experience**

### **United Food and Commercial Workers, Western States Council (2013 – 2017)**

#### **Position: Director of Legislative Affairs**

- Develop legislation and advocacy program
- Develop legislative testimony for key leaders and stakeholders
- Manage partnerships with allies and coalitions for advocacy
- Manage consultants and created a legislative internship program

#### Major Accomplishments:

- Passed into law landmark legislation to enhance protections for grocery workers and a state-wide ban on the sale of plastic bags
- Passed into law signature legislation for medical and adult use cannabis regulations

### **KSR Strategy Group (2011 – 2013)**

#### **Position: Principal – Government and Public Affairs**

- Provided legislative and policy advocacy at the federal, state and municipal levels
- Developed strategic communications, social media and public engagement initiatives

### **Comcast Cable (2009 – 2011)**

#### **Position: California State Director for Government Affairs**

- Developed legislation and advocacy program
- Developed legislative testimony for key leaders and stakeholders
- Managed partnerships with allies and coalitions for advocacy
- Managed contract lobbyists and consultants

#### Major Accomplishments:

- Passed into law signature legislation for cable industry investment tax credits
- Executed state and community advocacy initiative to support FCC approval of NBC U

### **KSR Strategy Group (2006 – 2009)**

#### **Position: Principal – Government and Public Affairs**

- State Contract Lobbyist – Center of Public Interest Law at the University of San Diego
- Senior Political Advisor – National Cable Communications Inc.
- Media Commentator – Univision Spanish TV

**California Democratic Party (2006 – 2007)**

**Position: Political Director**

- Managed state-wide field coordinated campaign
- Liaison to federal, state legislative leaders, constitutional offices and local officials

**John Kerry for President – Campaign (2004)**

**Position: State Director for Washington State**

- Directed state-wide political and field operations
- Served as Spokesperson and liaison to federal, state and local public officials

**California Labor and Workforce Development Agency (2000 – 2004)**

**Positions: Chief Deputy Labor Commissioner, Acting Under-Secretary and Chief Deputy Director**

- Managed budget and field offices
- Developed budget, legislative and policy analysis
- Spearheaded strategic planning and business improvement processes
- Designed new agency organization and mission
- Re-engineered state-wide career one stop system
- Spokesperson to stakeholders, public officials and community groups

Major Accomplishments:

- Technology for Teachers Workforce Development Program
- Excellence in Project Management and Education Initiative

**U.S. Department of Energy, Office of Science (1994 – 2000)**

**Position: Assistant Director for Science Education and Communications**

- Developed legislative and policy advocacy initiatives
- Directed strategic communications and public affairs efforts
- Managed staff and research interns
- Drafted speeches and talking points for the Director and Energy Secretary

Major Accomplishments:

- Created Community College Institute (CCI) in Science and Technology
  - Awarded Innovation Recognition by Harvard/JFK School of Government

**Education**

- University of Texas at Dallas, Bachelor of Arts, Government and Politics
- Ealing College, London, England, Intern in the House of Parliament

**Boards and Commissions**

- California Employment and Training Panel (ETP)
  - Expertise in job training and industry skills analysis
- City of San Francisco Workforce Investment Board, Office of Economic Development
  - Expertise in program evaluation and execution

**International Experience**

- USIA: Speaker and Instructor in Chile, Colombia and Argentina

- Press and Social Media Development
- California Building Bridges: Education and Cultural Exchange, Cuba
  - Inter-Faith and Civic Engagement

**References Available Upon Request**