

# ELLEN QUALLS

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# QUALLS COMMUNI CATIONS

PROVIDING STRATEGIC COUNSEL, EARNED MEDIA PLANS, MESSAGE DEVELOPMENT AND BRANDING, MEDIA AND SPEECH COACHING, AND CRISIS COMMUNICATIONS FOR ENTREPRENEURIAL ORGANIZATIONS.

Qualls served as Director of Surrogate Communications for President Barack Obama's 2012 re-election campaign, directing a staff that sent scores of surrogates to campaign in key states, booked them on television and radio and briefed them, and coordinated their participation in press conference calls, writing op-eds, and other campaign requests.

Qualls was selected as a Resident Fellow at the Institute of Politics at Harvard for the Spring 2011 semester, where she led a study group on the work and fate of the Democratic Congress under President Obama.

Prior to that, Qualls served as Senior Advisor for Strategic Planning for four years for Nancy Pelosi, the first woman Speaker of the House in history. Qualls helped lead the internal and external marketing of historic legislation, including: health reform, the Recovery Act, Wall Street reform, and the House-passed clean energy bill. She helped coordinate among House leadership offices, committees, and key Members, and with Senate Democrats, the Obama White House, and outside allied groups to develop messages, plan issue campaigns around legislation, and provide rapid response rebuttals. Congressional scholar Norm Ornstein of the conservative-leaning American Enterprise Institute declared it "one of the most productive Congresses in history."

During President-elect Obama's transition, Qualls served as press lead for Energy Secretary-designate Steven Chu, successfully helping prepare him for Senate confirmation.

Qualls was a senior communications advisor for five years to then-Governor Mark Warner of Virginia. From his inaugural in 2001 to his decision not to pursue the presidency in 2006, Qualls helped Warner craft an image as a bipartisan, solutions-oriented leader. Warner was named by TIME Magazine as one of America's five best governors, left office with an 80% job approval rating in a Washington Post poll, and made the cover of the New York Times Sunday magazine as a potential Democratic candidate for president.

Qualls worked for eight years as a television reporter in Virginia, mostly covering politics and government. She served as president of the Virginia Capitol Correspondents Association. Prior to TV, she worked in both news radio — reporting, anchoring, and hosting an afternoon talk show — and freelancing for weekly newspapers.



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