

# Thirty Years of Expanding Horizons

## Gerry Gunster's Journey from a Small Washington Operation to the Leading Global Public Affairs Firm

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Gerry Gunster, Founder, Gunster Strategies Worldwide.

Embarking on a three-decade journey, Gerry Gunster has steered the transformation of a small Washington, D.C. operation into a global public affairs firm. Today, Gunster's company, a testament to his expansive vision, operates out of bustling hubs like Los Angeles, London, Cairo, and Tbilisi. As Gunster celebrates his 30th year in the industry, his firm Gunster Strategies Worldwide, has achieved remarkable recognition. His peers selected him twice for the Best Advocacy Campaign of the Year and named him International Consultant of the Year in 2018. This year, the firm was acknowledged as one of the top 10 public affairs firms in the United States. Gunster's contributions to international business and governance have solidified his company's position as a leader in the world of global advocacy.

### **A Time-tested Method: a Methodical and Technological Approach**

Gunster Strategies' success is founded in a three-phased approach to advocacy: meticulous opinion research, strategic message and tactical development, and comprehensive campaign execution. This method integrates

“ The go-to-guys in issue advocacy. ”

Forbes

“ Gerry Gunster seems to be on the winning side of every political campaign he joins. ”

THE TIMES

“ Powerhouse Political Consultants. ”

The New York Times

traditional media with cutting-edge digital techniques, such as programmatic advertising and microtargeting, ensuring targeted and widespread engagement. The firm's independence from larger, shareholder-driven entities allows it to operate with agility and foster personal client relationships, enhancing its success in issue advocacy.

### The Journey

Gunster's journey in political advocacy began under the influential wing of Ben Goddard, known for his "Harry and Louise" campaign against President Clinton's healthcare plan in the mid-1990s. This seminal campaign is credited with launching the modern era of issue advocacy. Gunster's formative years in high-stakes political campaigns instilled a profound understanding of the media's power in shaping public opinion.

### Venturing Where Few Dare to Tread

Gunster's career has transcended borders and placed him in some of the world's most volatile environments. Picture him and his elite team navigating the treacherous political worlds of Yemen, Colombia, Cyprus, Turkey, Mexico, Afghanistan, Egypt, Nigeria, and South Sudan, to name a few. Gunster and his team's presence is a testament to their unwavering commitment to effective advocacy in each of these locations, where most consultants might hesitate to go. His hands-on approach, often accompanied by his seasoned team, underscores a powerful narrative

of perseverance and influence. Gunster's readiness to tackle these formidable challenges head-on exemplifies the global impact that can be achieved, regardless of the complexity or danger involved.

### Championing Historic Campaigns

Gunster's notable collaborations include empowering 85 Indian Tribes in California to achieve self-reliance through legalizing gaming—a testament to his skill in navigating complex regulatory landscapes. His strategic insight was pivotal during the Brexit referendum through the Leave.EU campaign, making him a key player in one of history's most significant political events. In the U.S., he played a crucial role in defeating Mayor Bloomberg's proposed soda ban in New York and influencing over 30 ballot measures.

### Expanding Horizons into Africa

Under Gunster's visionary leadership, Gunster Strategies Worldwide has broadened its operational scope into Africa, helping governments and businesses overcome intricate policy challenges and enhance their international relations. This strategic expansion underscores the firm's adaptability and Gunster's foresight in tapping into new, dynamic markets.

### Steering the Ship at Gunster Strategies Worldwide

The core strength of Gunster Strategies Worldwide lies not only in Gunster's transformative leadership but also in its exceptional team. Figures like Ambassador Omar Arouna, a seasoned diplomat and

strategic visionary in global affairs, alongside Jonathan Stember and Dwayne Bickford, whose recent promotions reflect the firm's growing ambitions, underscore the firm's robust trajectory in shaping global advocacy and public affairs.

### Educating the Next Generation

Beyond his campaign successes, Gunster is a professor at the British University in Georgia. He offers an online course, "Issue Advocacy 101," and frequently lectures at prestigious institutions like Georgetown University, American University, and George Washington University.

### Conclusion

Gerry Gunster's three-decade journey in political advocacy highlights his profound influence and unwavering commitment to effective, global advocacy. His ability to navigate complex political landscapes, empower communities, and educate the next generation of advocates underscores his legacy in the industry. To learn more about his work and the innovative approaches of Gunster Strategies Worldwide, visit [GunsterStrategies.com](http://GunsterStrategies.com) ■

**Gunster  
Strategies**  
Worldwide

Email: [info@gunsterstrategies.com](mailto:info@gunsterstrategies.com)

