



Paul Nathanson

Senior Principal

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About Paul

With more than 25 years of experience in strategic, crisis and corporate communications, Paul Nathanson's focus is on reputation management, message development and implementation, public policy analysis, media relations and strategic counseling services for a range of U.S. and international clients. He assists clients in formulating arguments in persuasive ways and ensures that clients' views are heard and understood by their target audiences, including Members of Congress, policymakers, the news media and the public. Over the years, he has managed comprehensive crisis communications planning and response programs for a range of clients in the fields of consumer products, energy, renewable power and natural resources, manufacturing, finance and health industries. Paul has also provided crisis communications and media training to a range of corporate CEOs and other senior executives, trade association leaders and non-profit heads.

Prior to joining Bracewell's Policy Resolution Group, Paul spent 15 years as a partner at a public relations agency, where he headed the firm's Washington, D.C. office and managed strategic communications programs for corporations, trade associations, foreign governments and international donor agencies both in the U.S. and in the former Soviet Union. In addition, he has managed donor-funded privatization and economic reform programs overseas, and market entry and reputation management programs for domestic and international private sector clients.

Paul began his career in the non-profit sector, where he served for seven years as a vice president for a non-governmental organization, directing democracy-building programs around the world, including election monitoring, technical assistance to legislatures and international conference management in Central America, Asia, the former Soviet Union, and Central and Eastern Europe.

*Non-Attorney Consultant

Recent Notable Matters

Equinor — negotiation of purchase and sales agreements and conditional grant agreements with the New York State Energy Research and Development Authority (NYSERDA) in support of the 1,260 MW Empire Wind 2 and the 1,230 MW Beacon Wind projects

Window Covering Manufacturers Association — strategic communications and media relations on safety issues

FBI Agents Association — strategic communications, media relations and social media

Air Liquide USA, Inc. — strategic communications and media training

National Tooling and Machining Association — strategic communications, media relations and social media

Precision Metalforming Association — strategic communications, media relations and social media

Statoil, Inc. — strategic communications and stakeholder outreach on renewable energy issues

Yamaha Motor Corporation, USA — litigation communications support, strategic communications and media relations

ATV Manufacturers — strategic communications on safety issues

Network Advertising Initiative — strategic communications, social media and media relations

National Brain Tumor Society — strategic communications and media relations

Alliance for Childhood Cancer — strategic communications and media relations

United Nations High Commission on Refugees — strategic communications and media training

The Geothermal Exchange Organization (GEO) – digital media strategies and media relations

Chicken of the Sea International – CEO positioning, strategic communications and media relations

Coravin, Inc. – strategic communications and media relations

Publications and Speeches

“Regulations: What to Expect from the New Administration and Congress,” *Forming Our Future: PMA’s Leadership Conference and Annual Meeting*, March 2017.

“Advocating for Your Industry’s Cause and Understanding,” *Associations: 2020 and Beyond*, New York, NY, June 2015.

“Steel Trade and Steel Consumers,” *25th Annual Tampa Steel Conference*, Tampa, FL, May 2014.

“Post Election Analysis: How the Results Impact U.S. Manufacturing,” *FABTECH*, Las Vegas, NV, November 2012.

Education

The George Washington University, Master of Arts
1987

Boston University, Bachelor of Arts
1985

Affiliations

Camp for All Kids Board of Directors, Board Member, 2009 - 2017

American Jobs for America's Heroes, Advisory Council, 2012 - 2017