



### *Garry South - Los Angeles*

- *Strategic Communications and Media Relations*
- *Message Development and Client Positioning*
- *Public and Stakeholder Opinion Strategies*
- *Crisis Communications*

**As a trusted communications advisor at the highest levels of politics, business and advocacy, Garry South frames powerful messages and winning strategies for influencing public opinion.**

#### *E-mail:*

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#### *Career Highlights:*

Senior Political Advisor to the Governor of California

Chief of Staff to the Lieutenant Governor of California

Communications Director for the Governor of Ohio

Vice President for Political Communications for the National Association of Realtors

Special Assistant to the U.S. Secretary of Agriculture

Described by Newsweek as “a one-man brain trust on the battlements of Fort California,” Garry South brings to California Strategies’ client skills honed over 38 years at the highest levels of government, politics and communications consulting to business and industry.

Since joining California Strategies, South has worked on strategic assignments including a high-profile, controversial land-use matter and helping to introduce a start-up financial-services firm to California policymakers and the business and consumer communities.

As the National Association of Realtors’ Vice President of Political Communications, South created effective messaging, communications and outreach strategies for the nation’s largest business trade association. He has also been a consultant to major corporations and business organizations, including Sony Pictures, SBC/AT&T, Ameriquest, East West Bank, the California Chamber of Commerce and the California Tribal Business Alliance, advising them on communications strategy, messaging and positioning, crisis management, and political and public policy strategies.

South is best known for his work in the political arena, of which The Wall Street Journal noted that one of his “distinctive features is his ability to frame a message.” He has worked for both the federal government and three state governments, including positions as Special Assistant to a U.S. Cabinet Secretary, Chief of Staff to a Lieutenant Governor and Communications Director for the Governor of Ohio, where he built from scratch what Governing magazine called “one of the most extensive communications operations of any governor.” He has also served as Public Information Director of the legislature in his home state of Montana.

Companies and industries that need to understand the inner workings of political campaigns turn to South for advice, as he has served as Chief Strategist for three California gubernatorial candidates and Communications Director for a Los Angeles mayoral candidate, as well as Lead Strategist for several winning major ballot-measure campaigns in California. He also has managed or played leading roles in campaigns at all levels, from U.S. president and U.S. Senate to county supervisorial and city council races.

South is a regular contributor of opinion pieces to major state and national publications, and a frequent guest commentator on National Public Radio. He is a commonly featured speaker at business forums and conferences and has been a guest lecturer at UC Berkeley, UCLA, USC, Occidental College, Chapman University, George Washington University, Ohio State University and the University of Montana. He is a member of the Council on American Politics of George Washington University’s Graduate School of Political Management.

He is an honors graduate of the University of Montana, where he served as Student Body President and in 2008 received the university’s Distinguished Alumni Award.

*Messaging, positioning, strategy and public opinion are all key for businesses to maintain their place in the market. Garry South is truly a genius in these areas and an amazing asset in both the political and business arenas.*

—Hope J. Boonschaft,  
Executive Vice President / External Affairs Sony Pictures Entertainment  
(1996-2005)