

LEILA SEPEHRI GETTO

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U.S. CHAMBER OF COMMERCE

Washington, DC

Senior Director, Institute for 21st Century Energy

August 2009 to Present

- Responsible for raising the Energy Institute's profile both in Washington and nationwide. Identify and solicit speaking engagement and industry events targeting Governors, policymakers, opinion leaders, and key influencers. Develop short and long-term strategies for ongoing projects, investigate new ventures to expand Institute's outreach strategy.
- Liaison to member companies; develop and execute stakeholder engagement strategies to engage and prepare members through regular communications and strategic relationship management.
- Prepare Institute studies and content for distribution to member companies, prospects, and key influencers.
- Coordinate Institute operations, including budgeting, contracts, invoicing, and stakeholder outreach. Manage Institute vendors and consultants in coordination with legal and financial teams for contract execution.
- Manage internship recruitment and mentor graduate and undergraduate student participants.

U.S. DEPARTMENT OF ENERGY

Washington, DC

Senior Advisor / Special Assistant for Scheduling & Advance

February 2001 to January 2009

- Managed the overall logistics for the Secretary of Energy's participation at high level events including over 30 international ministerial conferences, hundreds of special events, as well as over 100 domestic and 50 international trips. Responsibilities included media coordination, budgeting, travel arrangements, scheduling, protocol, briefing papers, and policy development.
- Advised the Secretary of Energy's Chief of Staff on both short-term and long-term strategic planning and scheduling, and the selection of media and speaking opportunities in target markets. These strategic planning activities culminated in over 200 media event opportunities to promote Departmental initiatives. Also served as chief liaison between program offices and the Chief of Staff in coordinating various activities and monitoring a variety of policy issues.
- Mentored and trained new hires to manage logistics, protocol, and schedule appointments and events for the Secretary and Deputy Secretary of Energy. Training included vendor and hotel contract negotiations; transportation logistics; lighting, sound and event staging; creating and overseeing event budgets; creating gift plans for VIP guests; media coordination; spousal programs; and overall event agenda coordination.
- Established new planning procedures to shorten the lead time that advance teams (events) required onsite before domestic travel (from 5 to 2 days) and international travel (from 7 to 3 days).
- Acted as a confidential advisor to the Secretary of Energy's Chief of Staff in the strategic management of sensitive items of concern to the Secretary of Energy. This included tasks for the White House's National Energy Policy Development Group that involved contact and coordination with key officials at Fortune 500 Companies, other Executive Branch Agencies, and Congress.
- Assisted with coordinating events and travel logistics for the Vice President of the United States and the United States Secretary of the Treasury to various domestic and international events.
- Held a Department of Energy (b) (6) national security clearance.

SPENCER ABRAHAM U.S. SENATE RE-ELECTION CAMPAIGN**Southfield, Michigan*****Director of Operations****May 2000 to January 2001*

- Managed the day-to-day operations of the campaign. Duties included developing a campaign budget that responsibly allocated resources; monitoring all campaign expenditures and the fundraising operation; managing campaign staff; filing all federal election campaign reports; and assisted with raising money from political action committees.
- Supervised an aggressive state-wide rapid response (communications) team, including targeted hits on opponents, crisis management, and opposition research.
- Created & managed the direct mail and telemarketing plan. Responsibilities included generating event crowd turnout plans; and developing get-out-the-vote plan to reach targeted voters.

U.S. SENATOR JOHN MCCAIN PRESIDENTIAL CAMPAIGN**Alexandria, Virginia*****Deputy Political Director****February 1999 to May 2000*

- Responsible for creating and executing a campaign plan for fifteen states and territories. Achieved a strong grassroots organization, built coalition groups, oversaw field staff, determined event venues and managed an event crowd turnout plan.
- Coordinated the ballot access plan fulfilling the legal requirements to assure the candidate and delegate placement on the ballot in all fifty states and territories.
- Designed and executed a surrogate program resulting in earned media (television, print and radio) coverage directed toward targeted states.
- Managed the daily communications between national field staff and headquarters for all aspects of the campaign as well as providing daily support.

DAVIS MANAFORT & FREEDMAN**Alexandria, Virginia*****Research Director****May 1998 to February 1999, January to June 1997*

- Facilitated the implementation of strategies designed by the principles of the firm through the preparation of proposals, contracts and reports.
- Assisted foreign clients running for President in the Americas, Africa, Asia, Middle East and Europe in planning and executing a successful national political campaign. Including providing weekly political briefings, assisted with developing a grassroots coalition and paid media plan.

DCI COMPANIES**Tempe, Arizona*****Direct Mail Manager****June 1997 to May 1998*

- Responsible for developing a direct mail fundraising plan for political and corporate clients.
- Wrote fundraising letters, tracked and studied mail fulfillment, created innovative new mail packages that improved fulfillment.
- Recruited, trained, and managed up to 40 personnel staff.

U.S. SENATOR ROBERT DOLE PRESIDENTIAL CAMPAIGN**Washington, D.C*****Executive Assistant to Tom Synhorst, War Room Manager****March 1995 to November 1996*

- Maintained central information database for monitoring all aspects of the campaign including media, polling, scheduling, finance, press, direct mail and telecommunications.
- Prepared daily comprehensive state-by-state media market briefing for senior campaign staff.
- Assisted with monitoring the spending budget for the phone program and analyzing the results.