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## Julie Hootkin

### Global Strategy Group

For more than 15 years, Julie has been on the front lines helping corporations, advocacy organizations and political campaigns leverage data-driven communications and research to make an impact. Julie joined GSG as a pollster on the firm's nationally recognized political consulting team and over the years has helped elect some of the country's most influential progressive leaders. Nearly a decade later, as a member of the firm's senior leadership team, she has been a critical force in the firm's ability to translate this campaign and research-driven mentality into campaigns for business and nonprofit clients.



At GSG, Julie leads the firm's Corporate Reputation and Public Affairs research practice, where she oversees new business strategy and product development, and manages a broad range of clients including Google, Ford, Uber, and World Trade Center developer Silverstein Properties. She also helped found the firm's Foundations and Advocacy offering, carving out a specialization that helps organizations such as The Rockefeller Foundation, Share Our Strength and the Ms. Foundation for Women translate their thought leadership into real, important policy change. Julie also advises national, state and local political candidates, including Senators Kirsten Gillibrand (NY) and Joe Donnelly (IN), Governor Steve Bullock (MT), and Mayor Sly James (Kansas City). In the 2010 cycle, Julie helped orchestrate two of the five national Democratic Gubernatorial pick-ups, guiding Dan Malloy (CT) and Mark Dayton (MN) to hard-fought victories. In addition to her client work, some of Julie's proudest efforts have been the establishment and leadership of GSG's Annual Pro Bono Program and the GSG Women's Network. Since 2006, Julie has also served as a political consultant to CBS News throughout each primary and general election season. She frequently speaks and is quoted on public opinion, branding, and politics in outlets such as Politico, Newsweek, and others. She was also one of City and State NY's 40 Under 40 Rising Stars.

Julie is a graduate of Cornell University and received her Master's Degree in Public Policy from the University of Chicago. A native New Yorker, she lives with her husband and their two children in Manhattan.