

# CLIFF W. ANDREWS, MA, CAE

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An accomplished executive leader, Cliff Andrews has 19 years of experience serving as a chief advocate and advisor to association clients on public policy, public relations, and mission-focused association management in an ever-changing political and economic landscape. He possesses a proven track record of helping non-profit associations protect their members by leading transformational change, establishing meaningful strategic alliances, and exercising sound judgment in making difficult policy decisions. Cliff combines his ability to inspire teamwork with an inherent leadership strength that gets things done despite tight timelines and challenging environments.

Cliff currently is the Principal of CapCity Advocates, LLC, a federal government relations firm that he opened in 2004. In this role, he partners with associations to deliver a wide range of policy issues management, coalition management, and association advisement services. Previously, Cliff served as the Director of Government Relations for Butera & Andrews, a law firm in Washington, D.C. He was also a congressional staffer and spent time in the financial services sector for AXA Advisors and New York Life, where he secured investments and insurance for small businesses and families.

Cliff works in a bipartisan manner before Congress, regulators, and private sector stakeholder groups on a variety of pertinent policy issues including, but not limited to: privacy, data security, BSA/AML regulation, mortgage lending standards, annuity regulation and taxation, financial professional standards of care, small-dollar lending regulation, retirement savings tax policy, independent contractor tax policy, and tariffs. In addition, he enhances the value proposition for associations by developing industry partner strategic relationships; engaging in membership development, vendor relations and conference planning; facilitating webinars; speaking at conferences; and serving on committees.

Highly regarded as a strong voice and trusted board advisor, Cliff possesses a unique ability to maximize limited resources through focused plans and core strategic alliances to consistently generate positive results for those he serves.

He has successfully represented the National Association for Fixed Annuities, the National Pawnbrokers Association, the Promotional Products Association International, the Coalition for Fair and Affordable Lending, FM Watch, and Surgical Development Partners among others.

Cliff holds a Master of Arts degree in Political Management from George Washington University, a Bachelor of Science degree from James Madison University, and a Certified Association Executive credential from the American Society of Association Executives. He is a true "Washingtonian," born and raised in the nation's capital. Cliff lives in Northern Virginia with his wife, daughter, son, and Alaskan Malamute.