

CLIFF W. ANDREWS

Cliff Andrews has 20 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 protecting associations and their members and building organizational value by leveraging leadership and a team-oriented approach to achieve strategic goals.

Throughout his career, one of Cliff's greatest strengths has been his ability to engage constructively with diverse people in building productive, lasting relationships. Paramount to his success is a focus on accountability, diplomacy, consistently demonstrating competency on pertinent issues, and establishing trust.

Cliff currently is the Principal of CapCity Advocates, LLC, a federal government relations and consulting 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 Assistant Executive Director of the Coalition for Fair and Affordable Lending, an association of mortgage lenders, and he served as Director of Government Relations for Butera & Andrews, a financial services focused law firm in Washington, D.C. He was also a Senate 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 is known for working in a bipartisan manner before Congress, regulators, and private sector stakeholder groups on a variety of policy issues including: small-dollar lending regulation, fintech lending, privacy, data security, consumer access to non-bank financial services, consumer credit reporting, annuity distribution, advisor fiduciary standards, retirement savings tax policy, small business regulation, and independent contractor classification. 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.

He has successfully represented the National Association for Fixed Annuities, the National Pawnbrokers Association, and the Promotional Products Association International, 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.