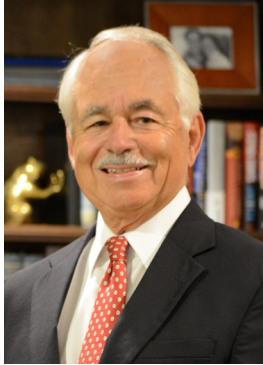


Carl Gustin



Carl Gustin has more than 40 years of experience developing and implementing communications programs in both the private and public sectors.

Recognized for his leadership and creative approach to communications, Carl specializes in timely, integrated responses to complex communications challenges facing organizations that are dealing with diverse audiences, including consumers, business leaders, legislators, regulators, the media, and general public.

Carl's keen insights stem from his experience as the head of media relations for a cabinet department of the U.S. government, serving as a senior corporate public affairs executive, managing communications for state ballot initiatives, and from having been a spokesperson, adviser, and speech writer for a number of organizations. He has proven experience in a wide range of communication venues including earned and paid media, collateral materials, media interviews and briefings, speeches, testimony, and presentations.

Carl began his career in the electric utility industry in Connecticut and Florida before moving to Washington DC where he became assistant to the deputy assistant secretary for public affairs and director of press services at the U.S. Department of Energy.

Upon his return to Boston, Carl spent over 20 years as a senior executive in various capacities at a major utility. He oversaw corporate relations and customer service, including the development and implementation of award-winning customer programs.

Carl also served as president of a Boston public affairs agency whose diverse list of clients included retail, financial and legal services, technology, and food products and services companies. And he has been a consultant to trade associations, state-wide ballot campaigns, and other organizations.

While achieving this broad career experience, Carl has directed outreach efforts, served as a spokesperson, conducted media interviews and public briefings, and had dozens of op-eds published. In the process, he has built solid relationships with scores of organizations and some of New England's largest business groups.

Carl holds a bachelor's degree in public relations from Boston University. His graduate studies in business administration were at the University of South Florida, where he was also a guest lecturer on public relations principles and practices.