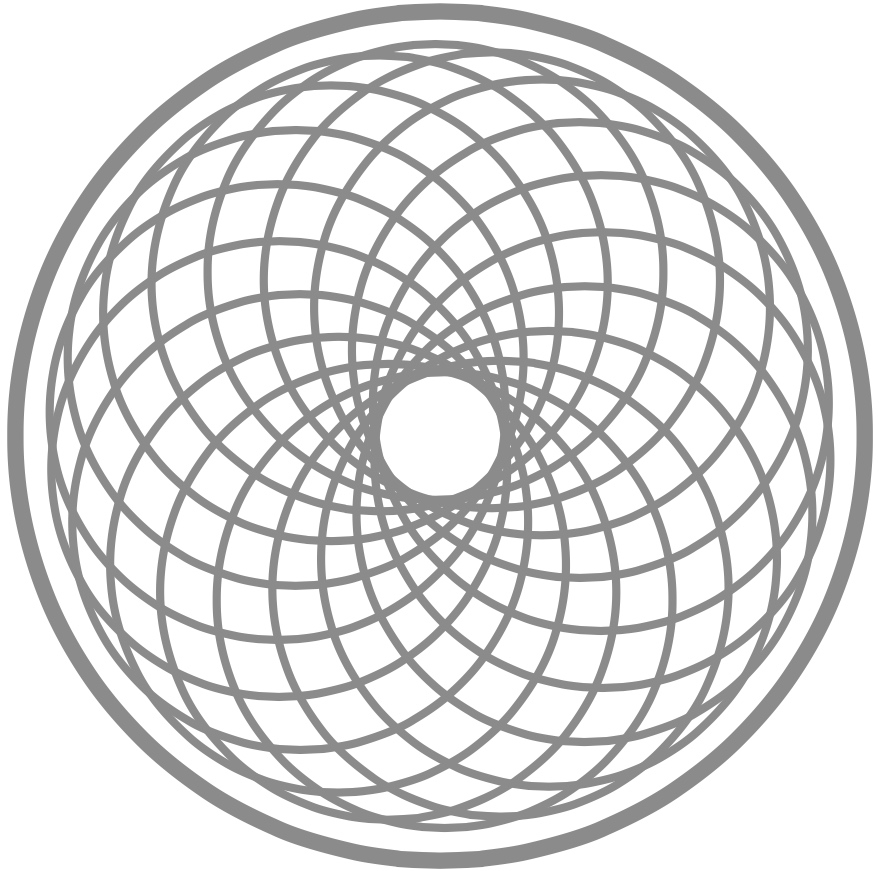
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| **Tory Roberg** | Phoenix, AZ  m: 623.570.6396  [tory@fortitudeaz.com](mailto:tory@fortitudeaz.com)  linkedin.com/in/tory-roberg-91a0342 |  |

**Professional Summary**



*Dedicated professional with career-long record of public administration, legislative advocacy, and communications management success for leading organizations*

A dynamic, motivated professional with the educational background and proven work ethic to guide and support legislative goals, coalition building, lobbying, and more within the political sphere. Government affairs professional who is known for motivational public speaking, implementing strategic plans, directing regulatory affairs, and setting political priorities. Out-of-the-box thinker who is comfortable working with governmental agencies and the public to ensure solutions consistently achieve client goals. Exceptional training and academic qualifications, including a Master of Public Administration from Arizona State University and a post-graduate Certificate in Nonprofit Management from Arizona State University.

Core Competencies

|  |  |  |
| --- | --- | --- |
| * AZ Government Affairs Specialist * Public Policy Advocacy * Creative & Winning Solutions * Strategic Planning * Program Evaluation | * Lobbying – City, State, Federal * Coalition Building * Communications * Public Speaking * Fundraising | * Political Training * Regulatory Prioritization * Community Outreach * Rally Organization * Community Involvement |

**Professional Experience**

Fortitude AZ LLC, Phoenix, AZ, January 2014 to Present

*Fortitude AZ is a government affairs firm which provides professional lobbying services, issue-based advocacy, visibility, communications, building coalitions, writing and passing legislation, and strategy.*

Clients: Western Resource Advocates, Secular Coalition for Arizona, Secular Communities for Arizona, AZ Artistic Conflagulators, Children’s Action Alliance, Sherpa Public Affairs, Marijuana Industry Trade Association, Hemp Industry Trade Association, Arizona Smoke Free Business Alliance, AZ End of Life Options, AZ Grandparent Ambassadors, Arizona Public Service (APS), Vapor Technology Association, Sex Education for a Change, American Atheists, RAOF Mgmt, Arizona Cannabis Labs Association

**FOUNDER & DIRECTOR**

* Employ control and authorization over all daily activities and efforts of the Capitol team.
* Originate, organize, and launch "Day at Capitol" advocacy events to utilize grassroots to influence policy.
* Monitor and assess bill progress throughout the legislative process and deliver detailed weekly reports and updates.
* Create and establish statewide political strategies with an understanding of the complexities of the state.
* Conduct regular meetings with lawmakers, stakeholders, and staff to influence policy outcomes.
* Preside over a broad range of rallies, protests, and press conferences.
* Compose significant legislation and vet ideas.
* Cultivate and foster professional and lasting relationships and coalitions.
* Disseminate messaging, policy research, and white papers.
* Form coalitions by organizing grassroots of people and organizations.
* Ascertain swing votes and hold core votes through professional lobbying.
* Create action alerts, phone calls, emails, and letter campaigns for policymakers.
* Perform community outreach, education, and constituent training.
* Conduct campaign and election work, such as messaging, targeting, and building statewide strategy.
* Formulate and implement organization plans and well as communications strategies.
* Oversee all aspects of people management, office operations, and necessary supplies.
* Review, analyze, and strategically plan budgets, ensuring adherence to set expenditures..
* Direct non-profits and public organizations.

Secular Coalition for Arizona - Contract, Phoenix, AZ, December 2013 to present

**DIRECTOR OF GOVERNMENT AFFAIRS**

* Demonstrated expertise in researching and evaluating current policies and statutes in order to develop strategic plans.
* Appointed to represent the organization professionally at Capitol and city councils.
* Assembled successful coalitions for the purpose of achieving policy and organizational goals.
* Created partnerships for Secular AZ with elected officials while generating support for Secular AZ policy goals within legislature.
* Interpreted and effectively conveyed policy goals and strategies to the Board, staff, legislators, community organizations, and media.
* Influenced crucial legislative outcomes in favor of Secular AZ.
* Assembled a strong grassroots activist list while leading the legislative program and directing messaging plans.
* Generated and filed key reports with the Secretary of State.

Children's Action Alliance, Phoenix, AZ, October 2013 to April 2021

**POLICY CONSULTANT & ADVOCATE**

* Serve as key public policy consultant and advocate with a concentration in organizing grassroots efforts and lobbying.
* Coordinate meetings, conferences, and communications strategies.
* Form and nurture positive relationships with a statewide group of kinship caregivers.

Arizona Alliance for Retired Americans, Phoenix, AZ, February 2010 to February 2019

**EXECUTIVE DIRECTOR**

* Provided skilled Federal lobbying as well as grassroots organization.
* Coordinated and executed visibility events and educated activists on a statewide level in order to attain policy goals.
* Delivered exceptional project management, fundraising, grant writing, budget analysis, and public policy examination.

Arizona AFL-CIO, Phoenix, AZ, April 2017 to November 2017

**INTERIM EXECUTIVE DIRECTOR**

* Administered all daily functions throughout the office, including planning fundraiser breakfasts, collaborating with accounting on the bi-annual audits, and organizing conventions
* Built relationships while managing all facets of media and communications.

Previous Experience

Arizona Department of Real Estate, July 2006 to July 2009 | **ASSISTANT COMMISSIONER, POLICY & SPECIAL PROJECTS**

Governor Janet Napolitano’s Office of Strategic Planning and Budgeting, July 2005 to July 2006 | **BUDGET ANALYST**

**Education and Credentials**

Master of Public Administration, 2004

*Arizona State University, Tempe, AZ*

Trainings:

* Emerge Arizona, 2009
* Nonprofit Management Certification, Arizona State University, Lodestar, 2020

**Awards and Honors**

Awarded Phoenix New Times “Best Activist Group” for 2020

**Volunteerism**

Girl Scouts AZ Cactus-Pine Council (Troop Leader)

HARTT (animal rescue)

Palm Valley Montessori PTO

Humanist Society of Greater Phoenix

**Additional Information**

**Technical Proficiencies:** Salsa, Phone2Action, Action Network, VAN, LAN, Email Marketing Constant Contact & Mail Chimp, Wix, Zoom Meetings & Webinars, Facebook Political/Social Issues Advertising, Microsoft Office Suite, LOLA, RTS, BillTrack50.

**Interests:** Local art, brunch, local music, cycling, triathlons, swimming, running, hiking, and politics.